

CSB Board Member Session: Telling Your Value Story

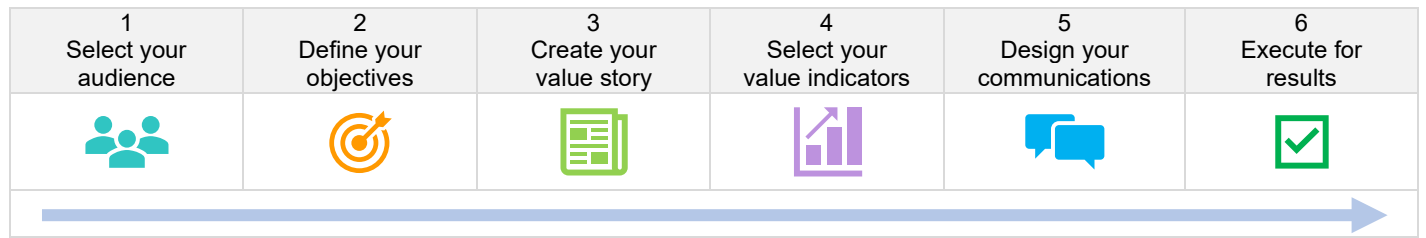
Presenters	Presented by: Stephen Horan & Terry Gardner Laine, Community Health Solutions
Purpose	The purpose of this workshop is to help participants tell their organization's value story so they can gain and sustain support from funders, community service partners, volunteers, clients and families served and other individuals and organizations that support the CSB.
Session Objectives/ Takeaways	<ul style="list-style-type: none"> • Share a six-step process for Telling Your Value Story. • Share case examples applications. • Understand the strategic value of being able to tell your CSB's value story in compelling ways so you can gain and sustain support for your organization. • Be able to apply a quick and repeatable method for defining and communicating your value story for specific audiences
Time	Topic
2:30 – 3:15	Welcome, Introductions, and Overview
	A Board Member's Perspective: Defining and Communicating the Value Delivered by a CSB
	What is a value story for a CSB? <i>Think of a value story as a concise, plain language message (or set of messages) describing the value of your CSB for a particular audience. The purpose of a telling your value story is to gain and sustain support for the CSB.</i>
	A Six-Step Process for Telling Your CSB Value Story (<i>Worksheet 1</i>)
3:15 -3:45	<i>Exhibit Center & Refreshment Break</i>
3:45 – 5:00	Some Examples for Getting Started with Telling Your CSB Value Story (<i>Worksheet 2</i>)
	Individual Exercise: Make some notes on telling your CSB value story to one key audience (<i>Worksheet 1, Steps 1 -3 only</i>)
	Small Group Sharing: Voice your value story! <input type="checkbox"/> My audience is... <input type="checkbox"/> My objective for this audience is... <input type="checkbox"/> My value story (set of value messages) is...
	Full Group Sharing: What makes you feel good about being part of a CSB? What did you learn (any insight or idea) from someone else?
	Adjourn

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Worksheet 1. A Six-Step Process for Telling Your CSB Value Story

Introduction. Virginia's Community Services Boards (CSBs) bring tremendous value to the communities they serve. The opportunity lies in defining and communicating that value in ways that resonate with the key audiences that support CSBs. In this quick-start guide we suggest a six-step process for telling your CSB value story.



How to Get Started

1 Select your audience 	<p><i>Think of an 'audience' as any group of clients or supporters of a CSB. What audience do you want to focus on today?</i></p>
2 Define your objectives 	<p><i>You might want an audience to use CSB services, recommend CSB services, partner with the CSB, fund the CSB, or provide some other type of support. What do you want this audience to do in support of your CSB?</i></p>
3 Create your value story 	<p><i>Think of a value story as a concise, plain language message (or set of messages) that describe the value of your CSB for a particular audience. The purpose of a value story is to gain and sustain support for the CSB. What is the value story (set of messages) you want to share with this audience?</i></p>
4 Select your value indicators 	<p><i>Think of value indicators as case examples or numeric indicators that describe the value provided by your CSB. What are one or two value indicators you could use to support your CSB value story?</i></p>
5 Choose your communication channels 	<p><i>You can communicate your CSB value story through one or more 'channels' such as individual conversations, group meetings, or any of the various media options. What is one channel you could use to communicate your CSB value story?</i></p>
6 Execute for results 	<p><i>A very important but often overlooked strategy is to check back to see if your value story has connected with the audience. How might you follow up to see if your CB value story has connected?</i></p>

Worksheet 2. Some Examples for Getting Started with Telling Your CSB Value Story

In these examples we focus on the first four steps in the process for telling your value story. For **Step 5 Choose Your Communication Channels**, common channels would include individual conversations, group conversations, and other media commonly used by the CSB. For **Step 6 Execute for Results**, a common approach for a board member would be to follow up with one key person to ask if they received the message, and whether the message created a positive reaction.

1 Select your audience 	2 Define your Objectives 	3 Create your value story (set of messages) 	4 Select your value indicators 
Individual clients	Use and recommend our CSB services	Awesome CSB helps people find support, treatment, and community services to improve their health, support recovery, build independence, and live a healthier and more stable life.	Client testimonial or statistics on number of community members served & services provided
Families of clients	Support clients and recommend our CSB services	Awesome CSB helps families find support, guidance, and hope while helping their loved ones live safer, healthier, and more independent lives.	Client or family testimonial
Employers of clients	Support clients, support our CSB	Awesome CSB helps employers support workers facing mental health, substance use, and disability challenges so they can stay healthier, more stable, and better able to succeed at work.	Employer testimonial, statistics on number of CSB clients who work in the community
Schools of clients	Support clients, support families, support our CSB	Awesome CSB helps children and families get mental health, recovery, and disability support so students can feel safer, healthier, and more ready to learn and succeed in school.	Child testimonial, family testimonial, school testimonial, statistics on number of children served
Community service partners	Partner with our CSB, refer people to our services, and coordinate care	Awesome CSB helps community service providers connect people to mental health, substance use, and disability support so more people can live safe, healthy, and independent lives.	Partner testimonial, number of referrals received or shared, statistics on shared clients served
Prospective individual donors	Donate to support our CSB services and advocate for our mission	Awesome CSB helps people in need get mental health, substance use, and disability support so they can live healthier and more independent lives in our community.	Donor testimonial, client success story, statistics on number served & services provided
Prospective institutional donors	Fund our CSB programs and partner with us to expand services	Awesome CSB helps communities thrive by providing mental health, substance use, and disability services that improve lives and connect people to long-term support.	Client or partner success stories; statistics on numbers served & services provided
City/ County leaders	Support local funding, partnerships, and community planning efforts	Awesome CSB helps local communities by providing mental health, substance use, and disability services that support and strengthen schools, emergency services, healthcare providers, and law enforcement.	Client or partner success stories; statistics on numbers served & services provided
State legislators	Support policies and funding that strengthen CSB services	Awesome CSB helps reduce pressure on state systems by providing mental health, substance use, and disability services that keep people safe, healthy, and connected to care.	Client or partner success stories; statistics on numbers served & services provided

Take-aways from Small Group Sharing:

- Reach out to churches and social clubs (Ruritan club) to educate and recruit volunteers or donations.
 - We are losing the 'social clubs' that used to engage our communities.
- Important for Board members to speak in their own voice – informed by their lived experiences.
- We all have a story - different stories based on individual experiences.
- Look for local outlets in the community to share stories – i.e. radio personalities, local T.V.
- Using the phrase '*Have you ever...*' is one way to tell your personal story.
- *Our board has spent time creating an 'elevator speech'*
- Explore communication channels that could be used to share value stories.
- *It's all local.*
- Highlight the value of things that are already happening at your CSB (in addition to identifying needs).