

VALUE PROPOSITION Staffed Family Child Care Networks

⇒ You are a home-based child care provider and you receive two different invitations to join a new project in your community...



**Child Care
Assistance Project**

We offer child care programs
individual business coaching.

We provide training on a
variety of topics.

Our Network will assist you in
using new software.



**Community
Child Care
Network**

Save time!

Earn more money!!

Grow your business!!!

Which project do you want to join?

The **Value Proposition** is the reason that a Network or Alliance has been created. It should:

- ⇒ Describe the change that provider members will experience by participating
- ⇒ Serve as a recruitment tool for member participation
- ⇒ Be written from the perspective of providers

Several Alliances and Networks have launched websites that focus on the Value Proposition and include electronic means for providers to apply to join. These are helpful resources to consider.

- [Maryland Child Care Boost](#)
- [Early Childhood Alliance Shared Services Network](#)

While engaging photos and other design elements can assist in creating a professional final product, the key to the value proposition is a brainstorming process to “translate” the targets and outcomes from the Theory of Change into the provider perspective and to articulate them in a clear and concise manner.

See the example below:

Theory of Change Targets	Value Proposition
Decrease Administrative Time	Save Time
Increase Enrollment	Make More Money
Establish Retirement Benefits	Save for your Retirement

Use the template below to consider how to transform language from your **Theory of Change** targets into **Value Proposition** statements. A brainstorming process generated by the following questions can help you and your team get started in rewording your targets into a compelling provider story:

- What will change in my child care business through participation in this initiative?
- What difference will participation in this initiative mean for me as a child care professional/business owner?
- What will change for me immediately? What will the longer-term impact be?
- What difference will participation in this initiative mean for the children in my care? For their families?

Theory of Change Targets	Value Proposition Statements