

Need | Value | Differentiation (NVD)

With internal components secure, NVD is about effectively “selling” the organization to prospective donors, volunteers, and partners.

NVD is how an organization creates common language to explain, educate, and involve others.

Need

What need does the organization meet?

Value

What value does the organization bring?

Differentiation

What differentiates the organization from other similar organizations and/or programs?