

Philanthropic Services Business Model Canvas

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DATE _____ VSN _____

PRODUCT/SERVICE

A single product or service or a set of them.

<div><div>PARTNERS</div><div>Module 8</div><div>Who are our key partners and suppliers? Which delivery channels and supporting activities will each augment? What type of relationship do we want with each? What type of teams can we develop with other family advisors?</div></div>	<div><div>CORE CAPACITY</div><div>Module 6</div><div>What key human resources, physical spaces, and tech are required to deliver our Social Value Proposition? How will we grow, hire, or outsource fundamental competencies in family philanthropy?</div></div> <div><div>SUPPORT ACTIVITIES</div><div>Module 7</div><div>What marketing, legal, governance, evaluation, and other supports are needed to successfully deliver our Social Value Proposition? Which are easiest to obtain? Which are hardest or most costly?</div></div>	<div><div>SOCIAL VALUE PROPOSITION</div><div>Module 3</div><div>What specific product(s) or service(s) will we offer as solutions for each customer segment? How will they be “pain relivers” or “gain creators?” Can we consistently deliver them with high quality? Does our offer stand out from direct and indirect competition?</div></div>	<div><div>DESIRED RELATIONSHIP</div><div>Module 5</div><div>What type of relationship does each customer segment, and each member of a family, expect us to establish and maintain with them? How well are we meeting that expectation, and how costly is it to do so? What type of customer experience are we offering?</div></div> <div><div>CHANNELS</div><div>Module 5</div><div>How does each customer segment want to be reached with our Social Value Proposition? Which channels are needed for each of these phases in engaging our audience – awareness, evaluation of options, use of our social value proposition, and feeling supported after use? Which channels are working best for us now, and which need strengthened?</div></div>	<div><div>CUSTOMERS</div><div>Module 2</div><div>For whom are we creating value (e.g. demographic segments, types and sizes of families, etc.)? For each customer segment, what goals do they have, what pains do they face, and what benefits do they see in family philanthropy? How will we engage prospective customers in answering those questions?</div></div>
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<div><div>FINANCIAL MODEL</div><div>Module 9</div><div>What revenues will we receive? If applicable, what is our pricing structure? What are the costs involved (delivery of social value proposition, customer experience, core capacity, support activities, partners)? What expectations are there over time (if any) for net revenues?</div></div>	<div><div>IMPACT MEASURES</div><div>Module 4</div><div>What results are important to our foundation? What progress will donor families and fund advisors measure for themselves? What results and benefits will the community see?</div></div>
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<div><div>RISKS/BARRIERS</div><div>Module 1</div><div>What parts of our organizational culture might not be welcoming to families? What policies and practices may hinder multi-generational philanthropy? Which types of risk are most worrisome to our board? To our partners?</div></div>	<div><div>NATIONAL CENTER FOR FAMILY PHILANTHROPY</div></div>
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