

NLC NATIONAL LEAGUE OF CITIES

RISC RISK INFORMATION SHARING CONSORTIUM

WHY YOUR POOL? TURNING VALUE INTO A STORY MEMBERS CAN REPEAT

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October 26 | 1:15 - 2:15 p.m.

Why Your Pool?

Turning Value Into a Story
Members Can Repeat

OMAG

If Your Pool Were a Cake... What Would it Look Like?



Starting now you have 3 minutes to grab the paper and marker at your seat and draw a cake that you think represents your pool.

If one of your members were asked, “Why are you with your pool?”

What do you think they would say?



Same Ingredients. Different Recipe.

What You Do vs. Why You Matter

A list of services is not the same thing as a value proposition.



What is one thing your pool does - or one way your pool does it - that genuinely differentiates you?



The Story Behind “Why OMAG?”

We had plenty of communications about individual services, but no simple umbrella story connecting them.



Not Just a Slogan.
A Value Campaign.

Clear Language – Easy to Understand

Member Benefit – Relevant to Daily Work

Consistency – Repeated Over Time

Real Examples – Connected to Reality



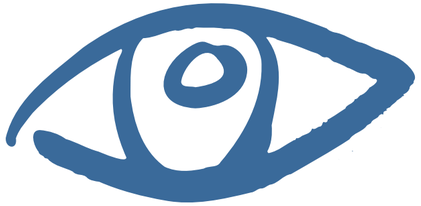
https://www.omag.org/marketing-campaigns

The Simple Framework

Say It



Show It



Prove It



Repeat It



Say It: Make it Simple Enough to Repeat

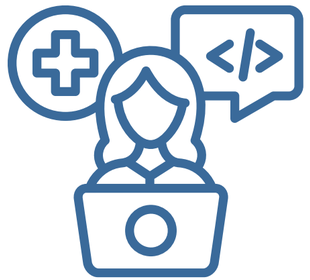
Try:

“Members count on us to _____”

Instead of:

“We offer _____”

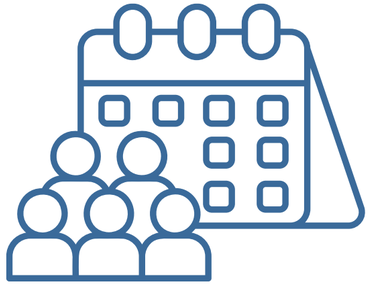
Show It: Member Experience is Your Brand



Claims



Underwritin
g



Training
& Events



Everyda
y
Support

Where do your members experience your value most clearly?



Prove It: Make Invisible Value Visible

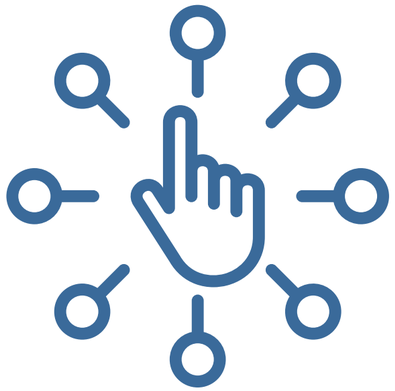
- Member-Specific Examples
- Claims & Trends
- Resources, Programs, & Outcomes
- Engagement

What value do you provide that your members may not realize?



Repeat It: Consistent Doesn’t Mean Identical

Member Emails / Trainings / Reports / Conversations



Let’s Look at Your Cake Again



Ingredients – Services & Resources
Recipe – What Makes You Distinct
Frosting – How You Communicate Value
Experience – What Members Encounter

If Your Pool Were a Cake... What Would it Look Like?



You have seven minutes to grab a new sheet of paper and redraw the cake that represents your pool. This time, add labels, layers, and details that reflect your pool's unique value. Think like the Cake Boss!

Your Members Shouldn’t Have to Guess Why Your Pool Matters



Make your “why” something they can see, experience — and eventually say for you.



Links

https://www.omag.org/marketing-campaigns

https://www.omag.org/stewardship-report

https://www.facebook.com/share/v/1FQSQF7vS9/?mibextid=wwXIfr

