**Creating your demographic study value proposition**

*Crafting a personal message to share with your workforce can increase engagement in your upcoming workforce demographics study. This resource can help you shape that messaging.*

**What’s Your WHY?**

Steps to writing your value proposition.

1. What are you hoping to learn from this survey?
2. Why is this work important to your organization? How does it connect to your core values?
3. How are you planning to utilize what you learn?

*Use this space to sketch some notes on the questions above*

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| Click or tap here to enter text. |

Below are a few examples of the value propositions that have been utilized in recent studies:

* This Study aims to help the philanthropic community better understand its workforce and leadership. This survey is unique in soliciting anonymous self-reporting from individuals on the staff and board of participating foundations, helping grantmakers to accurately assess the culture and climate of their institutions.
* Arts, culture, and creativity are major contributors to improving quality of life within communities, and the arts and culture sector is an important component of many local economies. Information gleaned from SMU DataArts’ Workforce Demographics studies can help communities and organizations better understand the demographics of their current workforces and those of the communities in which they operate. To remain relevant to and representative of our changing society, these studies provide key information that can inform decisions that ensure all community members have access to opportunities available within the arts and culture sector.
* [Organization] is undertaking a demographic census to better understand the makeup of [City’s] arts sector. The census is unique in soliciting anonymous self-reporting from individuals contributing to our sector as staff, volunteers, and artists. The purpose of this study is to provide detailed data needed for a demographic profile of [City’s] arts sector. The profile will report aggregated data only, and provide baseline data needed to accurately track and identify trends in [City’s] arts sector.