

Welcome Planning Grantees

# Make a Statement: A Step to Support Your Network's Sustainability

January 18, 2023

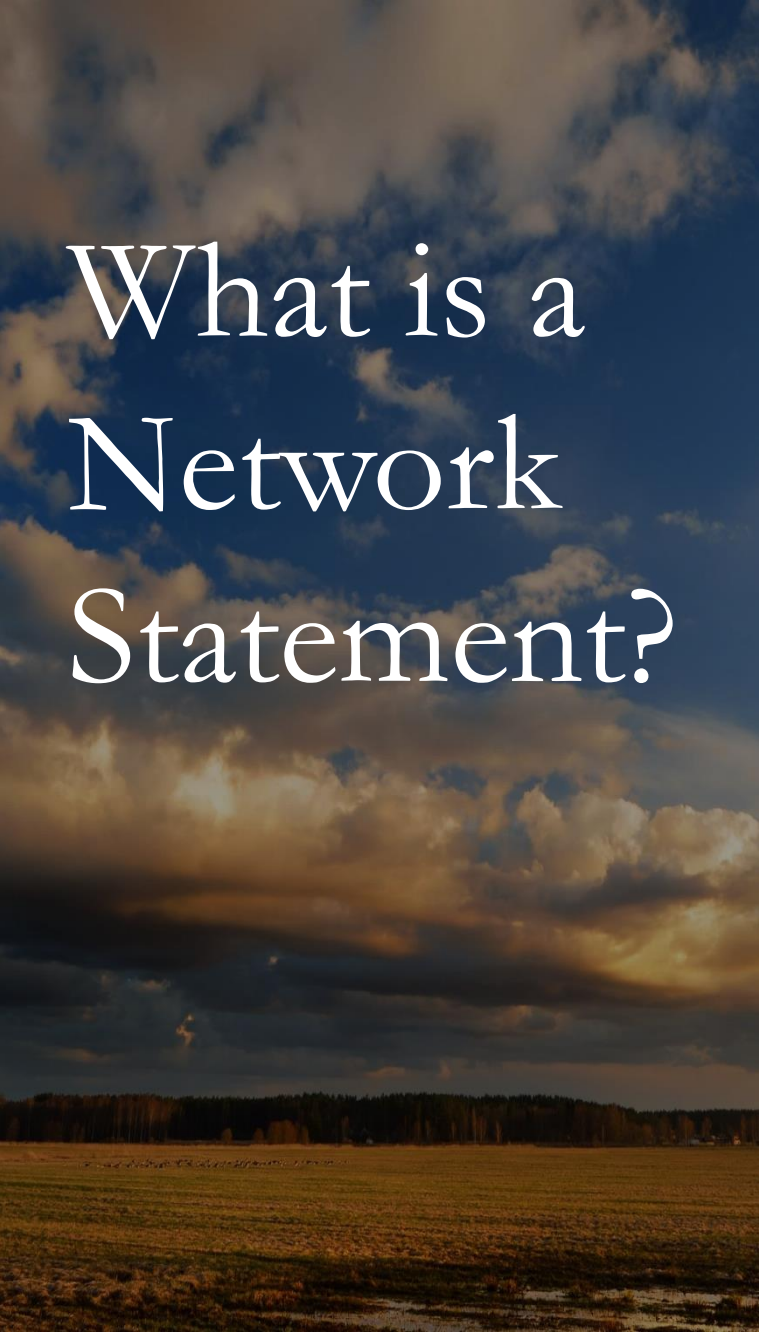
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# Goal

Prepare you to write a compelling Network Statement



# What is a Network Statement?

A short narrative that describes the underlying reasons for, and aspirations of, your network...

*in a compelling way*

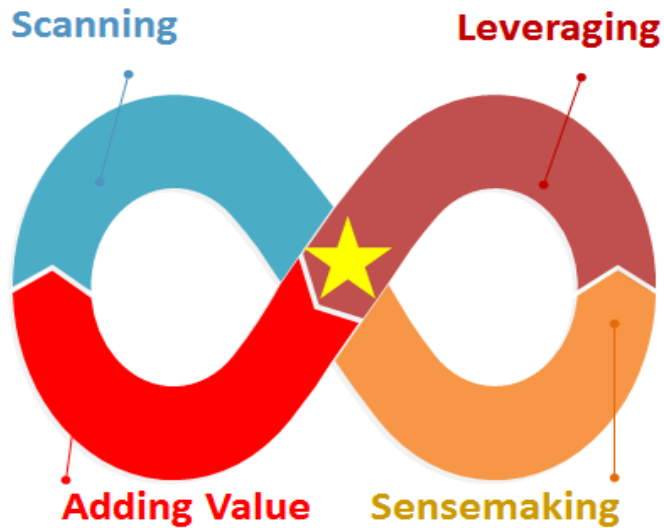
# Why write a Network Statement?

To create a communication piece that enlists support and engagement for your Network, similar to:

Leadership  
Story

Fundraising  
Prospectus

Elevator  
Speech



# Key Attributes

## Vision and Charter

- Agreement and Alignment
- One voice
- Not project-focused

## Partners and Participants

- Authority
- Front-line perspective
- Perspectives
- Resources
- Knowledge
- Styles

## Leadership Structure

- Distributed
- Shared
- “Deep and wide” involvement and accountability

## Relationships

- Mutual Trust
- Ability to have difficult conversations
- Having each other’s back
- Safe environment for risk taking
- Transparency
- Confidentiality

## Culture of Innovation

- Assuming change is inevitable
- Part of the organizational DNA
- Placing value on learning together
- Willingness to try new things

# A Network Statement Includes:

Explains why people outside your Network should care about what you are doing.

- Your Network's reason for existence
- The vision of your ideal future
- How your Network contributes to your ideal future
- Why your Network is best suited for that role
- What your Network has accomplished toward achieving your ideal future

# 5 Questions to Consider When Writing Your Network Statement



1. Whose lives, primarily, are you out to change?
2. What's at stake (for those lives) if you succeed or fail?
3. What does the 'Promised Land'/Ideal Future look like?
4. What are the obstacles to reaching the 'Promised Land'/Ideal Future, and how will you help overcome them?
5. What evidence can you offer that you can really make that future happen?

Source: **The Mission: Why Leadership = Storytelling**

<https://www.google.com/amp/s/medium.com/amp/p/71877abfe1f0>

# A Network Statement IS...



## **Shared**

Reflects stakeholders' shared aspirations



## **Engaging**

Uses vivid language that draws attention and interest



## **Compelling**

Invites participation and investment



## **Easily Understood**

Makes sense without a lot of additional explanation



# A Network Statement is NOT...

## Tip:

Do not use the project description written in your Network Planning proposal, or cut and paste your mission statement, as your Network Statement.



**A reiteration** of your vision and mission



**A listing** of your Network's goals and objectives



**A description** of all of your Network partners



**A summary** of your Work Plan

# When Writing Your Network Statement ...

- ➔ **Be Succinct**  
Include no more than two short paragraphs
- ➔ **Avoid Jargon**  
Use simple, non-technical terms
- ➔ **Be Selective**  
Choose impactful stats/data
- ➔ **Gain Consensus**  
Include all your Network partners
- ➔ **Make it Meaningful**  
Tell why your audience(s) should care

# The Opening Statement

## THIS

Our community has its challenges, like any other, but it also has always had a spirit of connectedness.

Every day, all across our state, families struggle with making very difficult decisions about life-sustaining treatments for the people they care most about.

An unhealthy diet and physical inactivity contribute to or aggravate many chronic diseases and conditions that limit the productivity of those who live in our county.

## NOT THIS

Our network was created in 2012 to try to manage the cost of health care in our community and, in so doing, help keep our hospital from closing its doors.

Georgia Health Decisions, a non-profit organization, developed a program to help people complete advance directives.

Our Community Health Needs Assessment indicated that 20% of the residents in our county are overweight or obese.

# The Closing Statement

## THIS

We are more confident than ever that our healthiest days are ahead of us, because we are going to create them together.

We want to continue to help families have the gift of peace of mind by knowing their loved ones' wishes.

We need to keep the pressure on, using approaches and strategies that have proven successful in getting members of this community to eat better and exercise more, thus reducing their weight and their vulnerability to chronic disease.

## NOT THIS

The network will continue to write grants to keep it going.

We want to make our Advance Care Planning Guide available to everyone in Georgia.

After trying a number of approaches, we have found that walking programs at workplaces, general health awareness campaigns, and obesity interventions specifically targeted to schoolchildren are the most effective in bringing about changes in the exercise and eating habits of our community.

## Example: Network Statement

# Anytown Health Network

The health of a community's children is an indicator of the well-being of the community as a whole. Unfortunately, the well-being of children in our Southwest Tennessee area is at risk due to soaring rates of childhood obesity. Childhood obesity is associated with various health impacts, such as diabetes, heart disease, gastrointestinal disorders, and certain orthopedic problems; in addition, obesity in children is related to increased morbidity and mortality rates in later life. This is one reason why scientists believe this generation of children could be the first to have a shorter lifespan than their parents.

Partners of the Southwest Tennessee Health Network came together in 2016, to improve the lives of our children by addressing childhood obesity. We have embarked on this mission by establishing our community coalition and creating a community health improvement plan. Our momentum is growing as we expand our partnerships and focus our efforts on educating and engaging at-risk families and encouraging environmental and policy changes to support healthy behaviors in our children. We are excited about our ability to bring our community together to create a healthier future for everyone.

# Call to Action

If you are creating a Network Statement for the first time...

- Brainstorm with your members about the key impressions you want to impart
- With a small wordsmithing committee, draft a statement
- Select some friendly people to test and comment on it
- Edit and present to your Network Members for consensus and approval

If you already have such a statement or are more advanced as a Network...

- Think of a person/organization that you might approach to join your Network or ask for funding
- Tailor your Statement for this specific purpose
- Test it on some friendly people and ask for comments
- Edit and present to your Network Members for consensus and approval



# Uses for Your Network Statement

- **Framing the detail**  
of your Strategic Plan
- **Presenting your Network**  
as an opportunity for the  
community
- **Recruiting new partners**  
to your Network
- **Spreading the word**  
about your Network to  
stakeholders
- **Fundraising**
- **Summarizing your Network entry**  
for the Source Book and Strategic  
Plan



- Make a Statement - A Tip Sheet to Support Your Network's Sustainability  
<https://ruralhealthlink.org/ehe-network-planning-program/>
- The Big Mistake That's Hurting your Nonprofit (and How to Fix It)  
<https://www.ioangarry.com/nonprofit-elevator-pitch-1/>
- Create a Stellar Elevator Pitch for Your Nonprofit Organization  
<https://www.classy.org/blog/creating-a-stellar-elevator-pitch-for-your-nonprofit-organization/>
- The Mission: Why Leadership = Storytelling  
<https://www.google.com/amp/s/medium.com/amp/p/71877abfe1f0>



**February 28 – March 1, 2023**

**(Re)Connecting for Health: Rural Health  
Partnership Meeting**

A Joint Grantee Conference for Rural Health Network  
Development Planning and Rural Care Coordination  
Grantees  
Atlanta, GA

1 full day and 1 half-day, plus travel time



**Next Webinar**  
**March 22, 2023, 3:00 PM ET**

# Learning from Successful Rural Health Network Leaders



# Let us know what you think!

Please go to  
the clickable link in the chat box  
to complete a very short survey.

Your feedback will help FORHP, the GHPC, & CRL team design future webinars and technical assistance tools.

Thank you!!!



# Questions?



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