The Working Session
Building a Shared Value Plan

Exercise Objective:
Using the information you gathered about your prospect during session pre-work, complete the bubble graph on page two and three to identify the prospects potential needs and to illustrate the intersections of mutual shared values between your prospect and JDRF. Use the completed bubble graph to develop a draft partnership purpose statement that you’ll share with your prospect as the next step in the cultivation process.

Instructions:
1. Use your prospective company, individual, or supporter
2. Identify their mission, values, objectives, desires, needs, etc. (page 2)
3. Align them with applicable components of JDRF’s UVP (page 4)
4. Fill out the bubble chart with shared values or intersections (page 3)
5. Punctuate the completed bubble chart with draft purpose statement so you can co-create final version with donor/supporter (page 3)
6. Plan and articulate supporter meeting using key components of the MRMS consultative process
Mission:

Directions:
Capture prospects mission (top) and place their values, priorities, needs and unique assets in the bubble chart. We want to understand what is important to them and/or their business.
Potential Partnership Shared Values (intersections)

Draft Partnership Purpose Statement:

_______________________________________________________________________________________________
_______________________________________________________________________________________________
_______________________________________________________________________________________________
_______________________________________________________________________________________________

JDRF T1D Fund
How JDRF Accelerates Cures and Improves Lives

Driving Discovery Research
JDRF is the world’s largest charitable funder of T1D research. We bring together the most innovative minds across disciplines and geographies to focus on understanding the fundamental biology of diabetes so we can use this vital knowledge to find cures sooner. We enlist public, private, and nonprofit funders to support groundbreaking beta cell, immunotherapy, glucose control, and complications research – all with the goal of curing T1D and helping people stay healthy until then.

Accelerating Translational Research
Our investment in research will only achieve our objectives if it can be translated into interventions that benefit people with T1D. Working with partners across the globe, JDRF advances promising science from labs to human clinical trials to therapies that can transform lives. Through JDRF’s innovative venture philanthropy arm, the T1D Fund, we accelerate life-changing therapies and products for people with T1D through catalytic equity investments.

Enabling Access
JDRF plays an influential role in public policy to ensure that research findings are appropriately adopted by Governments and health systems. JDRF advocates for access to innovative T1D therapies that improve outcomes. Our policy experts, grassroots advocates, and allies engage with key decisionmakers to advance regulatory approval and promote health care coverage, affordability and choice of T1D therapies.

Supporting People with T1D
JDRF is often the first point of contact for newly-diagnosed individuals and their families, and offers support and resources for all ages and stages of T1D, including the Bag of Hope, educational summits, and information on topics ranging from exercise to school to emotional wellbeing. JDRF engages a range of community allies – individuals, businesses, and civic leaders – in our mission.

Partnering with Healthcare Professionals
JDRF is a trusted authority on T1D, offering accredited courses and resources for primary care physicians, endocrinologists, pharmacists, nurses, dieticians, diabetes educators and other healthcare professionals caring for those with T1D.

Connecting and Mobilizing the T1D Community
JDRF engages over a million supporters every year and provides a myriad of opportunities for the T1D community to connect and mobilize bold action. Whether through participating in inspirational events such as JDRF Ride, JDRF One Walk®, and Galas, amplifying their voice through grass roots advocacy, or leading local, national, or international initiatives, our volunteers make our progress possible.
CIGNA

National UVP Example
Mission: Improve the health, well-being and peace of mind of those we serve.

Unique Assets within Global Health Services
Potential Intersections

- Focus on Mind & Body
- Corporate Partnerships
- Access to Affordable Healthcare
- Know Your Numbers
- Meaningful Engagement
- Technology Adoption
- Training for HCP

Cigna + JDRF + Type 1 Community
**Purpose Statement:** Cigna and JDRF partnering to improve health outcomes for people living with diabetes by taking a mind and body approach.

**FOCUS ON MIND & BODY**

**Insights:** Stress causes increases in cortisol which is resistant to insulin so directly impacts A1C and time in target glucose range.

**Potential Actions:**
- Education at JDRF Community Events on importance of mental health and link between mind and body
- JDRF accredited training for HCP’s

**Desired Outcome:** Improved glucose control by increasing awareness of direct relationship between mind and body. (Collaborate to set a goal)

**TECHNOLOGY ADOPTION**

**Insights:** Two thirds of the 6 million insulin dependent people in the US are not leveraging advanced technology and only one third are achieving target blood glucose control. Using a CGM/Pump has been shown to give people with type 1 diabetes better control of their blood sugar levels, with fewer low blood sugar emergencies and ER visits

**Potential Actions**
- Stories on how using technology changed outcomes
- Bring awareness to advancements in monitors and pumps

**Desired Outcome:** Increased time in range for people with T1D, fewer hospitalizations and ER visits and improved emotional and mental health.

**ACCESS TO AFFORDABLE HEALTHCARE**

**Insights:** Twenty-five percent of people that are insulin dependent are not using the prescribed amount of insulin because of cost.

**Potential Actions:**
- Joint press release recognizing Cigna’s leadership in advancing access and affordability for patients that are insulin dependent.
- Social storytelling and utilizing influencers to further drive awareness and action for large employers to opt-in.

**Desired Outcome:** Access for all
Mission: Let’s Build...
Let's Build centers on relationships and how they impact our clients, culture and communities. It's our job to bring your vision to reality in cost effective and timely ways.
Potential Intersections

**Make the World a Safer Place**
Working together to ensure that the T1D community is equipped with the resources needed to live their safest lives at home, school, work, and local JDRF events.

**Focus on Improving the Greater Good**
Through education, support, and leadership, PJ Dick and JDRF both strive to enhance the community. Through this communal focus, cohesive and strategic partnerships we can achieve outcomes that serve the greater good.

**Commitment to Relationships**
Active participation in building relationship to improve the impact of those living with T1D and making our vision a reality leading to cost effectiveness and timelines of outcomes. One example, JDRF and PJ Dick partner on One Walk to build meaningful relationships, one family at a time.

**Ensuring Excellence in Quality**
PJ Dick and JDRF both advocate for the highest quality in medical devices, affordable care, and access to coverage.

**Improvement through Education**
Education and research are the cornerstones to both JDRF and PJ Dick. By learning from mistakes, and consulting experts, both are able to continually grow in safety, management, effectiveness and efficiency leading to success.
INDIVIDUAL DONOR

Unique Needs
Purpose Statement: Together, Find Cure for my Loved One and all those living with Type 1 Diabetes, ASAP!

Unique Needs of an Individual Donor

- **SUPPORT**
  Reassurance from the community that we are not alone. Educate our friends and family on how they can help.

- **HOPE**
  Showing progress that a cure is even possible.

- **GIVE BACK / HELP OTHERS**
  Want to help in ways that make me feel like I am making an impact.

- **PREVENTION**
  How can I make sure other loved ones do not get T1D?

- **BEST CARE TEAM**
  Help navigating new reality which is complex and many do not understand.

- **HELP NAVIGATING SYSTEM**
  This is expensive and I do not want money to get in the way of the best care. How do I keep up on latest advances?
PARTNERSHIP PURPOSE STATEMENT
The Impact of Partnering
Engaging with Purpose – Current Examples

Together, Marshalls and JDRF are positively changing the lives of those living with diabetes and improving health outcomes for people within the communities we serve.

CVS Health and JDRF are partnering to help people with diabetes on their path to better health.

Talking Rain and JDRF are partnering to create meaningful messages and authentic storytelling to positively change the lives of those living with diabetes.

Wagner Equipment Co. and JDRF are partnering to help support research that impacts peoples live everyday with diabetes. Wagner uses this partnership to cultivate employee engagement that want to leave a legacy in the communities they serve.

This is the foundation on which we want to build and co-create partnerships with donors/supporters….starting with purpose and impact!
INTERNAL PARTNERSHIP PROFILE
Internal Partnership Profile

Partner:

1. What are your needs:

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   •
   •

2. What are your potential partner's needs *(if known)*:

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   •
   •

3. Potential Strategies/Tactics

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   •
   •

4. Goals:

   •
   •
   •

5. Potential Partnership Purpose Statement:

   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________
MARCOM AND WALK

Partnership Purpose Statement
Marcom and Walk Partnership

**Walk’s Needs:**
- Innovation and creativity = relevant
- Alignment
- Efficiencies
- Trust
- Room and ability to be nimble
- Understanding and clarity

**Marcom’s Needs:**
- Ownership
- Trust
- Voice (to be heard)
- Innovation
- Thoughtfulness
- Detailed

**Strategies/Tactics:**
- Clearly communicate and align on program strategies
- Leverage digital communications
- Integrate all P2P programs
- Leverage vendor partnerships to maximize impact
- Streamlined workflow process

**Goals Include:**
- Clear understanding of needs and roles for both teams
- Shared trust and accountability
- Aligned on impact and shared value through partnership
- Efficient workflow both internal and field facing

**Partnership Purpose Statement:** MarCom and P2P are partnering to bring an integrated, innovative, relevant and creative approach to JDRF and the T1D community in an efficient style to maximize impact