channels
Through which Channels should co-creators be reached? How do they want to be reached re: the delivery of our Value Propositions? How do we provide ongoing communications, support, and awareness?

Examples:
- online
- in-person
- mobile / phone

co-creators
For whom are we creating value? Who helps us create Outcomes or our Value Propositions?

Categories:
- Donors
- Clients
- Advocacy

relations
What type of relationship or bond do our co-creators expect us to establish and maintain with them?

Examples:
- direct action
- self-service
- automated services
- communities
- co-creation

value propositions
What value will we deliver to co-creators? What problem are we solving? What needs are we satisfying?

Examples:
- marketing, campaigns, events, production, development, platform / network building, research, training

resources
Which Key Resources do our Value Propositions require? What other key resources are needed at the engagement level? The operations level?

Categories:
- physical
- intellectual
- human
- financial

resources
What costs are inherent in our business model? Which Key Resources and Activities are the most expensive? What does it cost to run and maintain the Operations Level?

Examples: OpEx, overhead, and administrative costs.
Sample characteristics: fixed costs, variable costs, economies of scale / scope.

outcomes
What value is the co-creator truly willing to return or contribute? What routines and processes do they prefer?

Examples of financial outcomes: donations, grants, sales proceeds
Examples of non-financial outcomes: membership sign-ups, volunteers, behavior change, media coverage, social impact

By Bryann Alexandros (www.skylance.org) — a remix inspired from: "The Customer Journey Map" by Marc Stickdorn and Jakob Schneider; the "Business Model Canvas" by Alex Osterwalder (businessmodelgeneration.com); and a previous iteration of the canvas for nonprofits by Tom Graves (weblog.tetradian.com).
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