



Dear all

In the UK, we have a food called ‘marmite’ which splits the country – some people love it and some hate it. Well, [Viva’s Network Health Check \(NHC\)](#) is a bit like that – and in this email I want to try to win you over to love it!

Measurement of results, and then going further to demonstrate outcomes and impact, are critical aspects for a network’s survival and sustainability. We have to prove that we are good and effective in the eyes of the critic; in fact we have to show that we are better than others! Selling vision with passion goes a long way but most people want hard facts as well. **Viva’s NHC is designed to give you those hard facts.**

The input stage may be daunting and take time but please press on through. There’s a saying that goes: ‘the gain must be worth the pain’ (it rhymes in English – sorry to Spanish readers), so let me sell you the gains of the NHC:

- We are only asking you for information that we believe you should know and should be using to promote your network’s success
- It gives you a framework to break down the strengths and challenges of the network
- It gives you an immediate report and numerical score to help you see those strengths and challenges

- It gives you a comparison with the previous two years to see your progress over time
- Viva gives you an assessment report specific to your network with suggested recommendations for growth
- This year Viva will also try to give you a suggested summary statement that you can use for your own marketing
- Together we can set goals and targeted action for improvements over the course of 2018.

Let us work together to get the best information that can **demonstrate your success and promote your network to attract new members and investment from new donors**. Surely that is worth doing.

Blessings

Brian

Brian Wilkinson

Head of Network Development, Viva



Unit 8, The Gallery, 54 Marston Street, Oxford, OX4 1LF, UK

Direct: +441865811664 | Main: +44 (0) 1865 811 660 | Web: viva.org



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