

Mission Statement Definition

The **mission statement** guides us towards reaching our vision by identifying **who** we serve, the **results** our clients will achieve, and **what** we do to support our client's achievements. Our mission guides administration and delivery of our services.

Why *Mission* Statements Matter?

1. Guide and for strategic actions that strive to achieve vision and reflect core values

2. Guide for decision-making especially for board and staff

3. Motivates staff and board to action and attracts staff and volunteers to the organization

4. Guide and for stakeholders especially clients, donors, funders, etc.

Mission Statement Attributes

Content:

- Is it 1 sentence including **action** verb, target, and outcome?
- Does it establish boundaries by stating **who we serve**?
- Is it aligned with current organizational capacity (not "all things to all people")?
- Is it written from a **client-centric perspective**?
- Does it state "**what**" is done so clients achieve **results** - not "how" it's done?
- Can it be used as a guide for decision-making (e.g. decide what activities to pursue, or to eliminate from consideration)?
- Optional: Does it distinguish us from other similarly situated organizations?

Mission Statement Attributes

Style:

- Does it begin with measurable result(s) clients achieve/attain?
- Does its language reflect effect or results (e.g. build, prevent, improve or empower---not try, seek, influence, promote or encourage)?
- Is it clear - not vague, ambiguous or confusing?
- Is it short enough to remember and easily communicate - **6 to 12 words**?
- Is it specific and precise - **not general or broad**?

Creating A New Mission Statement

➤ Who do we serve?

➤ What do we do?

➤ Client's Success =?

Break into groups and create a new mission statement using the information from the Brand Strategy while answering the above questions.

Mission Statement Action Verbs

Reclaim	Transform	Adopt	Advance
Accomplish	Acquire	Prevent	Challenge
Alleviate	Build	Create	Defend
Discover	Drive	Educate	Empower
Engage	Enlighten	Engage	Extend
Renew	Reform	Lead	Ignite
Generate	Heal	Inspire	Manifest
Motivate	Unite	Organize	Prepare