

Developing a Mission Statement

A Mission Statement specifically answers the following critical questions:

- Who are we as an organization?
- Who does the organization exist to serve?
- What do we do?

To begin drafting a Mission Statement brainstorm answers to the following questions.

1. Who do we exist or choose to serve?
2. How do we define our customer or client?
3. What are the challenges being faced by those we serve?
4. What is our role or job in helping those we choose to serve?
5. What do we do to help those we serve?
6. What makes our organization different than others?
7. What makes us and our organization unique?
8. What are the common themes in our favorite stories?

Review your answers and begin to draft a concise 3 to 5 sentence statement that addresses the three critical questions listed above. Refine your statement into one that you and your organization feels clearly differentiates your organization from others in your community and defines who you are, who you serve and what you do.