

Developing a Vision Statement

A Vision Statement defines the preferred future that the organization is working toward. It answers the question of what is the dramatic difference the organization makes in the lives of those it serves.

A good vision statement is not a statement about the organization, but rather, a statement about the changed circumstance(s) within the community the organization serves.

To begin drafting a Vision Statement brainstorm answers to the following questions:

1. If our organization were successful how would our community be changed?
2. What is the dramatic difference we wish to make in the lives of those we serve?
3. If our organization was 100% successful what would be different?
4. What are we trying to achieve and why?

Review your answers and begin to draft a concise 2 to 3 sentence statement that addresses the 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 articulates what you are trying to achieve.