



Vision & Mission Statements

The success of your nonprofit depends on having a clear vision and mission. This helps keep you on track while planning and executing your program strategy. Every organization should revisit these from time to time--as your organization evolves, your vision and mission may need to change with it.

Creating a Vision Statement

How will the world be different through your work? This is a one-sentence statement that describes the long-term impact of what you do. It should be inspirational, clear, memorable and concise, and preferably 15 words or less. What needs to be changed? Why do these issues need to be addressed (what is the cost for not addressing them)? In a perfect world, what would be the impact? What would success look like?

Creating a Mission Statement

How does your particular organization help to solve the greater problem? This is a one-sentence statement describing the reason your organization exists. It is key to help guide discussions about priorities and actions. It should be clear, memorable and concise and also 15 words or less. What is the problem/need? Who do you do the work for? Where do you work? What type of project (nonprofit, volunteer program, event)?

Examples from two top nonprofits:

The Nature Conservancy

Vision: Our vision is to leave a sustainable world for future generations.

Mission: To conserve the lands and waters on which all life depends.

charity:water

Vision: believes that we can end the water crisis in our lifetime by ensuring that every person on the planet has access to life's most basic need – clean drinking water.

Mission: We're a nonprofit organization bringing clean, safe drinking water to people in developing countries.

On the next page is a worksheet from topnonprofits.com that I like to use to help my clients clarify their vision and mission.

- To view a list of 50 great mission statements visit this site:

<http://topnonprofits.com/mission-statements>

CREATING MISSION & VISION STATEMENTS

MISSION STATEMENT (WHY YOU EXIST)

A one-sentence statement describing the reason an organization or program exists

This should be a practical, tangible tool you can use to make decisions about priorities, actions, and responsibilities?

NEEDS TO...

- ...be clear and simple (most aren't)
- ...avoid elaborate language & buzz words
- ...easily explained by others
- ...not be confused with a **vision** statement
- ...be recognizably yours

1-5 WORD ANSWERS

What type of entity/program? Is this important?

(e.g. a nonprofit, volunteer program, event, business, etc)

Why do you exist? (problem/needs)

(e.g. Millions lack access to safe water)

What's the broadest way to describe the work?

(e.g. Providing clean drinking water)

For whom do you do this work?

(e.g. To people without access)

Where do you work? (geographic boundaries)

(e.g. in developing countries)

EXAMPLE MISSION STATEMENTS

charity: water is a non-profit organization bringing clean, safe drinking water to people in developing nations.

HandsOn Network inspires, equips and mobilizes people to take action that changes the world.

View a list of 50 great mission statements

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VISION STATEMENT (DESIRED END STATE)

A one-sentence statement describing the clear and inspirational long-term change, resulting from your work.

These should be practical, tangible tools you can use to lead your group or organization in achieving quality results

NEEDS TO...

- ...be clear and simple (most aren't)
- ...avoid elaborate language & buzz words
- ...easily explained by those involved
- ...not be confused with a **mission** statement

QUESTIONS TO CONSIDER



What needs to be changed?

What are the major issues or problems?



Why should issues be addressed?

What are their costs to the involved parties?



What are the strengths and assets?

Both of org/program and those being served



What is your dream end-state?

In a perfect world, what would this look like?



What would success look like?

Specifically for this particular project/organization

EXAMPLE VISION STATEMENTS

No child in our city will go hungry to bed in the evening.

HandsOn Network's vision is that one day every person will discover his/her power to make a difference.

View a large list of example vision statements

<http://topnonprofits.com/vision-statements/>

CREATING A VOLUNTEER MANAGEMENT PROGRAM A COLLABORATION BETWEEN



NONPROFITS



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