

ATTACHMENT 1: NPO COMMUNICATIONS STATEMENT TEMPLATE

NPO name _____ Date _____

Mission Statement for our NPO

Answer the following questions. If your NPO has a mission statement, this information is probably included in your mission statement. If your NPO does not have a mission statement, discuss and answer the following questions.

What does your NPO do?

Whom does your NPO serve?

**What is your NPO trying to accomplish?
What problem(s) is it trying to solve?**

The answers to these questions form the basis of a simplified communication statement, appropriate for new and developing NPOs:

Write your simplified communications statement here

OPTIONAL—FOR ESTABLISHED NPOs

Answer the following additional questions in order to develop a more comprehensive communications statement.

What are some examples of things that your NPO has accomplished?

What resources do you have to help you carry out your mission (staff, board, volunteers, donations and other financial resources, building, equipment, etc.)?

How do you measure your progress?

The answers to these questions, along with information from the simplified communication statement, form the basis of a comprehensive communication statement, appropriate for experienced NPOs:

Write your comprehensive communications statement here

