

ATTACHMENT 4: TIPS FOR DEVELOPING A MISSION STATEMENT

A mission statement shows how your NPO seeks to achieve its vision. It lets everyone associated with your NPO know why your NPO exists and what it is trying to do. With a mission statement, board members, employees, volunteers, clients, donors and interested community members all have the same understanding of your NPO's purpose and approach.

The mission statement is closely related to the vision statement. As you craft your mission statement, then, consider starting with your Vision Statement as the lead-in to your Mission Statement:

Our vision is a community where _____. To bring that vision into reality, we do _____.

To expand on the practical part of your Mission Statement, you might add where you do your work, and for whom, to further describe what you do.

Our vision is a community where _____. To bring that vision into reality, we do _____ for _____ in the _____ district / area / township / ward/city/etc.

Here are illustrations from existing NPOs.

Example 1--charity: water:

Vision: 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: ...Bringing clean, safe drinking water to people in developing countries.

The mission statement shows that charity: water is seeking to achieve its vision of a world where everyone has access to clean drinking water by bringing clean, safe drinking water to people in developing countries.

Example 2—Porch light, Madison WI USA

Vision: A helping hand, not a hand out. A second chance. A warm bed. Hope. Opportunity.

Mission: Porch light provides emergency shelter, food, employment services, counseling, and affordable transitional and permanent housing to homeless people in the Dane County area. Porch light's services are designed to foster independence and the transition into permanent housing and employment.

The mission statement shows that Porch light is achieving its vision of providing help and opportunity by providing emergency shelter, food, employment services, counseling and housing to homeless people.

Example 3 – Saigon Children’s Charity (SCC), Ho Chi Minh City, Vietnam

Vision: Eliminating Poverty in Vietnam through Education.

Mission: Enable disadvantaged children in Vietnam to reach their full potential through receiving a quality education relevant to their needs.

SCC’s mission statement distinctly states how they will achieve their vision of eliminating poverty in Vietnam through providing quality education to disadvantaged children with attention to those children’s special needs.

✓	A good vision statement ...
	Describes what your NPO does to achieve its vision
	Is short
	Is understandable
	Briefly describes your NPO’s major activity
	Is developed by your NPOs board and leadership
	Is in writing