



Mission Statement Worksheet

Mission Statement: the reason your organization exists - answering WHAT, WHO, and WHERE

Your Current Mission Statement:

Questions to Discuss:

What key words or phrases clearly describe the reason your organization exists? (*think of NOUNS*)

What kind of actionable words describe the work you do? (*think of VERBS*)

What makes your work unique, relevant, or distinguished? (*think of ADJECTIVES*)

Write Them Out:

Using the words and phrases generated above, draft a few versions of a new or refined mission statement for your organization.

Review Your Mission:

Once you have a final draft, use the questions below to review and assess your mission statement.

- Does it clearly connect with the values your organization?
- Does it allow for flexibility of work within your issue area?
- It is as succinct and short enough for people to remember and repeat (memorable)?
- Does it provide direction and help us make decisions about our work?
- Does it compel someone to fund or otherwise support your work?

Guidelines:

- Simple and concrete language
- Middle school reading level
- Avoid buzz words / jargon
- 20 words or less (or 1 sentence)
- No more than 1 word string (A, B, and C)