

Why a Mission Statement?

- Transform the dreams of your vision into more specific terms
- Explain your goals and purpose to others
- Increase the chances that potential members will be attracted
- Reassure funding sources that your initiative is a good investment



Mission vs Vision

HOW A VISION STATEMENT DIFFERS FROM A MISSION STATEMENT

MISSION

- Present tense
- Describes what you do & who/what benefits from this work

VISION

- Future Objective
- Description of a future you are ultimately working towards



Mission vs Vision cont.

Mission statements and vision statements are complementary but unique.

- **MISSION:** To create lasting solutions to poverty, hunger, and social injustice.
- **VISION:** A just world without poverty.



Establishing a Mission

Mission Statement—the essential:

- What the group does—core functions and activities
- Why it exists—review the vision



An Example Mission Statement

WHY: “Creating healthy communities for children through prevention, early

WHAT: intervention, and family support

“Creating healthy communities for children through prevention, early intervention, and family support”



COMMUNITY TOOL BOX

ctb.ku.edu

communityhealth.ku.edu

An Example Mission Statement

WHY: “To develop a safe and healthy neighborhood

WHAT: through collaborative planning, community action, and policy advocacy”

“To develop a safe and healthy neighborhood through collaborative planning, community action, and policy advocacy”



COMMUNITY TOOL BOX

ctb.ku.edu

communityhealth.ku.edu

Attributes of a Good Mission Statement

Guidelines for selecting and completing your Mission

- 5-14 words total. 20 max.
 - 8th grade reading level. 10th grade max.
 - Target < 20 syllables total. 30 max.
 - Avoid long or complicated words
- Clear
 - Concise
 - Outcome oriented
 - Robust
 - Inclusive



Example Mission Statements

- **The Humane Society:** Celebrating Animals, Confronting Cruelty. (4 words)
- **Monterey Bay Aquarium:** To inspire conservation of the oceans. (6)
- **Wounded Warrior Project:** To honor and empower wounded warriors. (6)
- **Kiva:** To connect people through lending to alleviate poverty. (8)
- **Livestrong:** To inspire and empower people affected by cancer. (8)



Team Exercise 1: “What” & “Why”

The Mission of our initiative is (*the essential **why***):
through (*or by*)(*the essential **what***):

TEAM SHARING



COMMUNITY TOOL BOX

ctb.ku.edu

communityhealth.ku.edu

Team Exercise 2: Critiquing Your Mission Statement

Is your Mission Statement:

- Clear – about what and why
- Concise – one sentence
- Outcome oriented
- Robust – open to different means
- Inclusive – multiple approaches



Team Dialogue Questions

- What did the process tell you about the reactions you might expect from others in your community?
- How might you engage others in refining your mission statement?
- How will you use this process and resulting mission statement in your community?

TEAM SHARING

COMMUNITY TOOL BOX



ctb.ku.edu

communityhealth.ku.edu