

30 Example Mission Statements

The Humane Society: Celebrating Animals, Confronting Cruelty. (4 words)

Smithsonian: The increase and diffusion of knowledge. (6 words)

Monterey Bay Aquarium: To inspire conservation of the oceans. (6)

Wounded Warrior Project: To honor and empower wounded warriors. (6)

Best Friends Animal Society: A better world through kindness to animals. (7)

Kiva: To connect people through lending to alleviate poverty. (8)

Livestrong: To inspire and empower people affected by cancer. (8)

Public Broadcasting System (PBS): To create content that educates, informs and inspires. (8)

USO lifts the spirits of America's troops and their families. (9)

Human Rights Campaign: Working to achieve lesbian, gay, bisexual and transgender equality. (9)

National Wildlife Federation: Inspiring Americans to protect wildlife for our children's future. (9)

Oxfam: To create lasting solutions to poverty, hunger, and social injustice. (10)

Water Charity: Bringing clean, safe drinking water to people in developing countries. (10)

American Heart Association: To build healthier lives, free of cardiovascular diseases and stroke. (10)

Environmental Defense Fund: To preserve the natural systems on which all life depends. (10)

New York Public Library: To inspire lifelong learning, advance knowledge, and strengthen our communities. (10)

The Nature Conservancy: To conserve the lands and waters on which all life depends. (11)

CARE: To serve individuals and families in the poorest communities in the world. (12)

National Parks Conservation Association: To protect and enhance America's National Park System for present and future generations. (13)

JDRF: To find a cure for diabetes and its complications through the support of research. (14)

Heifer International: To work with communities to end hunger and poverty and care for the Earth. (14)

ASPCA: To provide effective means for the prevention of cruelty to animals throughout the United States. (15)

Defenders of Wildlife: The protection of all native animals and plants in their natural communities. (15)

Amnesty International: To undertake research and action focused on preventing and ending grave abuses of these rights. (15)

Creative Commons develops, supports, and stewards legal and technical infrastructure that maximizes digital creativity, sharing, and innovation. (15)

March of Dimes: We help moms have full-term pregnancies and research the problems that threaten the health of babies. (16)

American Diabetes Association: To prevent and cure diabetes and to improve the lives of all people affected by diabetes. (16)

American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. (21)

Susan G Komen for the Cure is fighting every minute of every day to finish what we started and achieve our vision of a world without breast cancer. (24)

The Rotary Foundation: To enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty. (24)

Mission – What & Why...

HOW A VISION STATEMENT DIFFERS FROM A MISSION STATEMENT

MISSION

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

VISION

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

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.

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

List all “What” & “Why” phrases pertaining to your project or initiative.

“WHAT” Phrases

“WHY” Phrases

The most straight forward approach is to pair the “What” with the “Why”. Combine the top 3 essential “What” & “Why” phrases.

- 1.
- 2.
- 3.

Critiquing Your Mission Statement

Mission Statement:

Is your Mission Statement:

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

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? Who is missing from the table?

How will you use this process and resulting mission statement in your community?