



SPiN: Strategic Planning in Nonprofits

Crafting Mission and Vision Statements

What is a mission statement?

- A clear, concise, easy to remember statement of purpose [SEP]
- Answers basic questions about the organization: who, what, why, for whom, where? [SEP]
- Focuses on purpose/outcomes, not methods (to improve quality of life for people experiencing mental illness, not to provide counseling) [SEP]
- Helps to position your organization and communicate your “value-add” to others [SEP]

Questions to assess your mission statement

- Does your mission statement communicate your organization’s core purpose?
- Is it short?
- Is it “sticky”?
- Does it sound good when you speak it, not just read it?
- Does it have action verbs?
- Did you avoid jargon?
- Is it specific enough to be distinctive?
- Does it give you guidance in determining your programs?
- Is it inclusive of all your activities? If not, do you need to broaden your mission or narrow your programs?
- Does it inspire you?

Mission Statement Examples

Impact Capital: Our mission is to be the leading catalyst in building and advocating for equitable, vibrant, and sustainable communities in the Pacific Northwest.

Ventures: Ventures empowers individuals with limited resources and unlimited potential to improve their lives through small business ownership.

TeamChild: TeamChild upholds the rights of youth involved, or at risk of involvement, in the juvenile justice system to help them secure the education, healthcare, housing and other support they need to achieve positive outcomes in their lives.

TED: Spreading Ideas.

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

Human Rights Campaign is America’s largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality.

Teach for America is growing the movement of leaders who work to ensure that kids growing up in poverty get an excellent education.

Feeding America: To feed America’s hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.



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What is a Vision Statement?

- A short, inspirational statement of what the world will be like when you have achieved your mission

Vision Statement Examples

Coalition Ending Gender-Based Violence: *Together we can create safe and just communities where all people thrive.*

Northwest Justice Project: *Justice for all low-income people in Washington.*

FamilyWorks: *Our vision is a vibrant and healthy community with strong, well-nourished families as the foundation.*

Goodwill: *Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life.*

Special Olympics: *To transform communities by inspiring people throughout the world to open their minds, accept and include people with intellectual disabilities and thereby anyone who is perceived as different.*

Ronald McDonald House Charities: *We believe that when you change a child's life, you change a family's, which can change a community and, ultimately, the world.*

