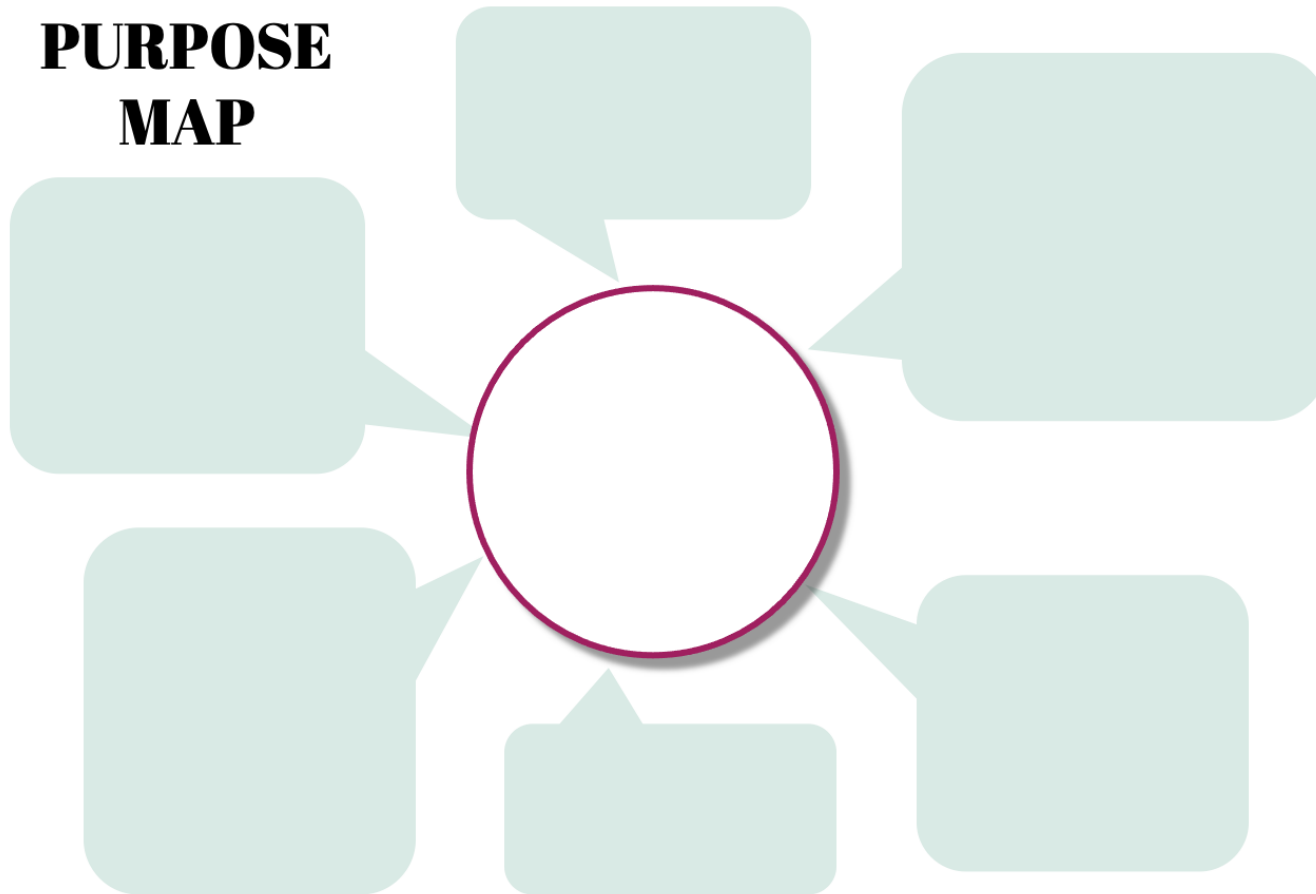


**ACTIVITY: PURPOSE MAP**

Purpose is where the cause your organization is working to advance meets your mission. Start this activity by taking your organization's mission and asking three times – “Why?” or “So what?” – to help express a clear organizational purpose. Capture that purpose statement in the center circle. Next, map the key elements needed to move your purpose forward. Key elements are individuals, organizations, and agencies that care about your purpose and larger cause. Enter the key elements in the thought bubbles branching off the center. (A sample purpose map is available on the next page.)

**PURPOSE  
MAP**

SAMPLE PURPOSE MAP FOR A FOOD BANK

# PURPOSE MAP

