

MISSION STATEMENT

A Mission Statement is defined as a formal summary of the aims and values of an organisation. It answers the question: WHY does your organisation exist? When you share your mission statement it should express values you and others believe in and want to support.

Example:

“We love wild places and are dedicated to protecting and improving them for people and wildlife”
John Muir Trust

WRITE YOUR MISSION STATEMENT HERE:

MISSION STATEMENT TEST

1. Does your mission statement contain an infinitive phrase (*to* followed by a verb)? Yes / No

If you answered yes, the statement is probably a purpose or goal statement and needs to be rewritten.

2. Does your mission statement state the core values or beliefs that underpin your work?
Does it answer the question: Why does your organisation exist? Yes / No

If you answered no, your statement cannot function as an effective point of contact with donors and potential donors.

3. Revise your mission statement so it clearly states the belief or value that drives your organisation in all its work. Ask “WHY” your organisation does what it does until you arrive at the core values, beliefs you hold dear.
4. What, if any, additional information do you need to complete your mission statement.
5. Who amongst the staff, board and other volunteers should be involved in the development of your mission statement?
6. Who must ultimately approve and validate your mission statement?