

ESTABLISHING YOUR MISSION
WORKBOOK

CAUSE MATRIX

Use this template to explore the target beneficiaries of your enterprise and the challenges that affect them.

**Description of
the Cause:**

**Target
Beneficiaries**

Challenge 1

Challenge 2

Challenge 3

Challenge 4

Target Group 1

Target Group 2

Target Group 3

STAKEHOLDER IDENTIFICATION

Use this template to list all groups that are affected by your work, have influence over it, or have an interest in its outcome.

STAKEHOLDER GROUP

BRAINSTORM ALL POTENTIAL STAKEHOLDERS

Board Members

Funders, Investors, Donors

Employees and Volunteers

Customers
(including third party payers)

Consumers
(who benefit but don't pay)

STAKEHOLDER PRIORITIZATION

Use this template to classify stakeholder groups by their level of influence and power over your work .

STAKEHOLDER GROUP	INFLUENCE OVER MISSION (Low, Medium, High)	POWER TO DETERMINE MISSION (Low, Medium, High)
Board Members		
Funders, Investors, Donors		
Employees and Volunteers		
Customers (including third party payers)		
Consumers/ Beneficiaries (who benefit but don't pay)		

MISSION STATEMENT BUILDER

Use this template to identify keywords that might be included in your mission statement.

CAUSE:

BENEFICIARY GROUP(S):

STRATEGIES:

IMPACT: