

# WORKSHEET #1: CRAFTING YOUR MISSION STATEMENT

You determined your intended impact in the first part of this workbook. Your impact could be equated to your vision: the overall impact you want to have over the long-term with your project, initiative, or enterprise. But it doesn't tell you how you're going to do that. Your mission, however, clearly articulates HOW you will achieve that very long-range goal.

Every organization has a mission statement, from a church soup-kitchen to the United Way Charity to Nike Athletics. It's a way to orient staff and stakeholders towards a common goal. Your mission statement should communicate the overall purpose of your social enterprise and its work. It should define the biggest, most broad-ranging change that your organization strives for.

## YOUR MISSION STATEMENT DESCRIBES IN ONE SENTENCE THE REASON YOUR ORGANIZATION EXISTS.

TO DETERMINE YOUR MISSION STATEMENT, YOU SHOULD BRING TOGETHER YOUR STAKEHOLDERS TO REVIEW YOUR PROBLEM STATEMENT, SUCCESS EQUATION OR LOGIC MODEL.

All mission statements are made up of a combination of two or more component parts:

- Cause – words that describe overarching principle, aim or idea for which you support or work.
- Beneficiaries – words that describe the targeted people or groups that benefit.
- Strategies – words that describe the things you do to bring change.
- Impacts – the ultimate changes that you want to bring about through your work.

Try it! Fill out each of the separate pieces below.

**CAUSE:** \_\_\_\_\_

**BENEFICIARY GROUP(S):**  
\_\_\_\_\_

**STRATEGIES:** \_\_\_\_\_

**IMPACT:** \_\_\_\_\_

See the SEI online course called **Block 1: Establishing Your Mission** for more information on how to create a great mission statement.

### MISSION STATEMENT

NOW TRY TO COMBINE WHAT YOU KNOW TO DATE PLUS THE INFORMATION ABOVE INTO A SINGLE MISSION STATEMENT.

Whatever you choose your Mission Statement to be, make sure it's concise, coherent and compelling. Check out the [Gunning Fog Index](#) "Fog Factor" to make your statement more concise; limit the number of syllables and jargon used.

**MISSION STATEMENT:**