

# Developing a Vision and Mission Statement

## Considerations for developing your Vision Statement:

- A vision statement is a statement about ideal conditions or how things would look if the issue important to you were completely, perfectly addressed.
- Common characteristics of vision statements:
  - Understood and shared by members of the community
  - Broad enough to include a variety of local perspectives
  - Inspiring and uplifting to everyone involved in your effort
  - Easy to communicate- for example, they are generally short enough to fit on a T-shirt
- Examples:
  - Caring communities
  - Safe streets, safe neighborhoods
  - Health for All

## Instructions:

1. Identify one person to take notes while the group brainstorms ideas and one person to document the decision reached through consensus
2. Ask the following questions, record key points, and discuss common themes: (30 minutes)
  - a. *Essential why*: What is the dream or ideal that you and your community seek?
  - b. *Essential what*: What would have to change for this dream to come true?
3. Come to consensus about what the vision statement should be by considering the following: (10 minutes)
  - a. Will it draw people to the common work?
  - b. Does it give hope for a better future?
  - c. Will it inspire community members through positive, effective action?
  - d. Does it provide a basis for developing the other aspects of your action planning process?
4. Record the agreed upon statement on your handout.

Notes:

## Considerations for developing your Mission Statement:

- A mission statement describes *what* the group is going to do and *why* it is going to do that.
- Guiding principles for mission statements include:
  - *Concise*. Mission statements generally get their point across in one sentence.
  - *Outcome-oriented*. Explain the fundamental outcomes your organization is working to achieve.
  - *Inclusive*. Make broad statements about your groups' key goals but are not limiting to specific strategies or sectors of the community.
- Examples:
  - Promoting child health and development through a comprehensive family and community initiative.
  - To develop a safe and healthy neighborhood through collaborative planning, community action, and policy advocacy.
  - Promoting community health and development by connecting people, ideas and resources.

## Instructions:

1. Identify one person to take notes while the group brainstorms ideas and one person to document the decision reached through consensus.
2. Carry forward ideas generated in developing your vision statement. Gather the ideas generated that described the “*essential why*” or the dream/ideal you seek and the “*essential what*” or what would have to happen for the dream to come true.
3. As a group select the statements that have particular relevance for the vision statement identified and brainstorm potential mission statements (e.g. Our mission is to \_\_\_\_\_ (essential why) through (or by) \_\_\_\_\_ (essential what). (30 minutes)
4. Come to consensus by considering the following: (10 minutes)
  - a. Does it describe the *what* your group will do and *why* it will do it?
  - b. Is it concise (one sentence)?
  - c. Is it outcome oriented?
  - d. Is it inclusive of the goals and people who may become involved in the work?
5. Record the agreed upon statement on your handout.

### Notes:

Then Mission of our initiative is (*the essential why*):

through (or by) (*the essential what*):