

MISSION STATEMENT

A mission statement should contain to elements: purpose (what you want to achieve) and business (what you do).

Review the current Mission Statement:

“[Fill in current mission statement or indicate it does not exist.]”

Questions to consider (but not answer):

Does the current mission statement accurately reflect the purpose of [organization]?
Does it accurately reflect what [organization] does? Has [organization] undergone any changes that need to be reflected in a revised Mission Statement? Does anything need to be added or deleted?

The goal here is to simply get everyone’s ideas on paper, so don’t worry if what you write isn’t perfect. If you agree with the current Mission Statement, then please indicate that; otherwise, please write down your ideas as to what [organization’s] purpose is and what it does as an organization.

VISION STATEMENT

A Vision Statement describes what success will look like (*Future*).

Review the current Mission Statement:

“[Fill in current vision statement or indicate it does not exist.]”

Visioning Exercise:

Consider the following questions in relation to what [organization] does. Using them as inspiration, write out your ideas about what success would look like for [organization].

- What are the important services [organization] should provide now? In 5 years?
- What needs to change in order for [organization] to achieve its purpose?
- What resources are and will be needed to achieve its purpose?
- How could services be more efficiently provided?
- What do your clients consider most important among your services?

What is your organization’s realistic, but challenging, vision of success?

STRATEGIC ISSUES

Identifying issues and assigning priorities to those issues will guide an organization's resources and actions toward addressing and solving the most pressing problems.

Broad categories for issues to consider include:

- Finances
- Administrative capacity
- Staff Capacity
- Governance
- Marketing
- Volunteers
- Infrastructure

Using the broad categories as guides and considering the existing priority issues, please write down your ideas for priority issues facing [organization]. These do not require great detail, so just a single sentence per issues should suffice.