

DEVELOPING THE MISSION STATEMENT

"A mission statement as a concise explanation of the organization's reason for existence. It describes the organization's purpose and its overall intention." Society of Human Resource Management (SHRM)



IMPORTANCE OF THE MISSION STATEMENT

- An effective mission statement is important to inspire and engage with donors, staff, volunteers and potential job candidates.
- It drives action and impact and specifies how you will achieve impact.



IMPORTANCE OF THE MISSION STATEMENT

- Constituents will look for mission to gain clarity into your nonprofit organization's focus and alignment for partnerships/funding
- It shapes culture, establishes consistency and sends powerful message

UPDATING THE MISSION STATEMENT

- Your mission statement should change and adapt to your evolving and growing organization
- Review every three years
- The core of your organizations focus shouldn't change when your statement does



Utilize this [Mission Statement Rubric](#) from [Morales Consulting](#) to help you!



ELEMENTS TO INCLUDE

- **What you do:** Often articulated through objectives and values
- **How you do it:** This spells out how you achieve your goals
- **Demographics:** If you see a specific city, population, etc. mention it



ELEMENTS TO AVOID

- **Formal language:** It lacks personality & will make you sound unreliable.
- **Generalities:** It should be specific to how you intend to activate impact
- **Too aspirational:** "we aim to solve world hunger by 2030"

Developed for an AMPT Up Your Org workshops by Alberto Morales