



## Establishing a Mission Statement

Your mission statement reveals the heart of why your organization exists. It defines what you do for your customers, employees, owners, community and ultimately the world. The mission is what your brand inspires in others and it tells others what they can expect from you. It's your purpose. It's who you are, what you are and where you are right now.

### A Mission statement should:

- Define what your organization stands for.
- Combine physical, emotional, and logical elements.
- Distinguish you from your competitors.
- Clarify what your company does and does not do.
- Be in the present.
- Be honest.
- Look to tangible values beyond profit.
- Reflect what your company is actually like.
- Serve as a roadmap to creating your company's vision.

### Answer these questions:

Imagine an actual customer. Visualize why she wants to do business with you, how she finds you, and what buying from you does for her.

- Why does (your organization) exist?
- Who is the (your organization) customer?
- Why do people need (your organization)? What problem do you solve?
- What outcome do you want your customers, employees and volunteers to have after interacting with you? How do you want them to feel?

Be seen. Be heard. Be creative.