

ESSENTIAL QUESTIONS FOR CRAFTING YOUR NONPROFIT VISION STATEMENT

BEFORE YOU START WRITING | Understanding Your Foundation

- What fundamental problem does our organization exist to solve?
- What motivated the founders to start this organization, and does that motivation still drive us today?
- If our organization achieved everything we hoped for and then closed tomorrow, what would be different about the world?

DEFINING YOUR DESIRED FUTURE

GETTING SPECIFIC ABOUT IMPACT

- In our ideal future, what would a typical day look like for the people we serve?
- What would our community members be able to do, feel, or experience that they can't today?
- How would someone who has never visited our community know that our vision has been achieved?
- What would no longer be necessary if our vision became reality?

MAKING IT TANGIBLE

- If we met our vision, what would we see, hear, and experience in our community?
- What specific barriers or challenges would no longer exist?
- How would relationships and power dynamics be different?

TESTING FOR AUTHENTICITY

CONNECTING TO YOUR UNIQUE ROLE

- What makes our approach to this problem different from other organizations?
- What unique strengths or perspective do we bring that others don't?
- Why are we the right organization to pursue this particular vision?

ENSURING STAKEHOLDER ALIGNMENT

- Would our current staff, board, and volunteers be excited to work toward this vision?
- Does this vision reflect the hopes and dreams of the communities we serve?
- Would our most committed donors see their values reflected in this vision?

CRAFTING THE STATEMENT

LANGUAGE AND CLARITY

- Can we describe our vision in one clear sentence?
- Would someone unfamiliar with our work understand what we mean?
- Does our language reflect how our community members actually talk about these issues?
- Are we using jargon or insider terms that might exclude people?

INSPIRATION AND ACTION

- Does this vision inspire us to keep working when things get difficult?
- Can people see their role in making this vision a reality?
- Does it help us make decisions about what work to prioritize?
- Would this vision motivate someone to volunteer, donate, or get involved?

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VALIDATION AND REFINEMENT

GETTING FEEDBACK

- How do board members respond when they hear this vision?
- What do staff members say about how it connects to their daily work?
- How do community members react – does it reflect their hopes?
- Do donors understand how their support connects to this future?

LONG-TERM PERSPECTIVE

- Does this vision challenge us to grow and evolve?
- Is it ambitious enough to sustain us for the next 10-15 years?
- Would we still be proud of this vision if we were featured in a major news story?
- Does it reflect the scale of change we're actually trying to create?

IMPLEMENTATION PLANNING

BRINGING IT TO LIFE

- How will we share this vision with our stakeholders?
- What stories can we tell that show progress toward this vision?
- How will we use this vision to guide strategic decisions?
- What systems will we put in place to keep this vision alive in our daily work?



PRO TIPS FOR VISION SUCCESS

- ✓ **Remember:** Your vision should be specific enough that you could measure progress toward it, but inspiring enough that people want to dedicate their time and resources to making it happen.
- ✓ **Keep in Mind:** The best visions focus on the change you want to see in the world, not on your organization becoming bigger or more successful.
- ✓ **Don't Forget:** Your vision should sound like it came from your organization – it should reflect your unique voice, values, and approach to creating change

