

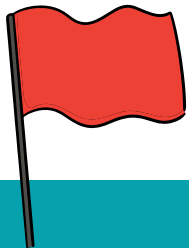
Mission Statement Refresh Guide

Core Purpose Questions

- Why does our organization exist?
- What problem are we solving?
- What would happen if our organization disappeared tomorrow?

Impact Questions

- What immediate outcomes do we create for those we serve?
- How do we measure success in our day-to-day work?
- What direct change happens because of our programs?



Mission Statement

- Purpose:** Why you exist and what you do
- Focus:** Present day activities and approach
- Answers:** "What we do, for whom, and how?"
- Length:** 1-2 sentences
- Tone:** Clear, action-oriented, specifics

Target Audience Questions

- Who do we serve directly?
- Who benefits from our work?
- Are there specific demographics, geographic areas, or communities we focus on?

Activities & Approach Questions

- What are our primary activities or services? Think of these in buckets or themes, not a detailed listing!
- What makes our approach unique or effective?
- What methods do we use to create change?

MISSION STATEMENT RED FLAGS CHECKLIST

- Could apply to many other organizations
- Focuses on methods without mentioning who you serve
- Sounds like a marketing tagline
- Too long (more than 3 sentences)
- Uses jargon or unclear language

MISSION STATEMENT FORMULA

We [PRIMARY ACTIVITY] for/with [TARGET POPULATION] in [LOCATION/CONTEXT] by [APPROACH/METHOD] to [IMMEDIATE IMPACT].

Example:

"We advocate for policy change and provide direct legal services to low-income tenants facing eviction to ensure housing stability and prevent homelessness."

