**Developed by:**

**[Write the Name of Person]**

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**Mission Statement**

**[Your Organization’s Name Here]**

**Mission Statement**

[Enter the Period of Time this Mission Covers]

**End on** [Date you completed the Mission]

**Last Reviewed on:**

[Update the dates you review the Mission – at least every 1 months!]

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# Background

With your mission statement, you should be sure to cover what the goals of your business are for three primary components: customers, employees, and owners. Be clear and specific, and you’ll highlight the core of what makes your venture unique and worthwhile.

* Mission statements are normally short and simple statements which outline what the organization's purpose is and are related to the specific sector an organization operates in.
* Mission statement serve as filters to separate what is important from what is not,
* How long has the organization been in business? What is the legal status of the organization?
* What is the staffing profile and structure of the organization (including unpaid staff)?
* What need does the organization serve? Why is this important to the world right now?
* Is the need for the organization growing or shrinking? (Do a bit of research!)
* What kind of geographic boundaries does the organization have? What is your reach and what is the potential for your business in terms of numbers?
* What is the profile of your most likely service users? Is it men, women, children? What are their ages? What do you know about this group of people? How does the organization address their needs?
* What successes did the organization have last year?
* Mission statement clearly state which markets will be served and how?

**Purpose of a mission statement**

* A mission statement is not the same as your company's slogan, which generally serves as marketing tool designed to grab attention quickly.
* The mission statement is also not necessarily the same as your [vision statement](http://www.businessnewsdaily.com/3882-vision-statement.html), which defines where you want your company to go. While you may include the statement in your business plan, a mission statement is not a substitute for the plan itself.
* It's also important to remember that a mission statement is not evergreen. As a company evolves over time, its mission and intent may also change.
* A mission statement will keep your company on track, but it shouldn't become stale or irrelevant, so revisit it every few years to fine-tune it if necessary.

# Mission Statement Checklist:

* Does it excite you?
* Does it tell the world about the good you want to do?
* Is it bigger than you? (In other words, is it more than you can do alone?)
* Is it simple?
* Don't go alone.
* Be flexible! In most foreign countries, especially in the developing world, people think differently about time. Church meetings start late. Schedules change. Transportation is unreliable. Electricity goes out often.
* Is it clear?
* Get the right documents. You can't travel outside the United States without a valid passport. You may also need a visa in your passport depending on what country you are visiting.
* Is it about what you can give? (not about what you’ll get)

# Mission

People often confuse the Vision and Mission, but they serve two distinct functions. The Vision captures how you want the world to change. The Mission is about the organization’s purpose.

Helping people discover their career potential and supporting them in making changes to bring this potential into the world. (Your role in delivering the vision. What you’ll do to help bring about this change in the world.)

# Organizational Values

Every organization has a set of values, whether or not they are written down. The values guide the perspective of the organization as well as its actions. Writing down a set of commonly-held values can help an organization define its culture and beliefs. Organizational Values are critical for a do-good business! They will guide decisions and tell the world how you will interact with those you serve. Below is a list of values that are common in business. Choose up to ten (or add your own) and compose a sentence or two for each telling the world how this value will guide your business and help you achieve you Vision and Mission. Again, this is an activity that should involve your Board and Executive Management Team.

|  |  |  |  |
| --- | --- | --- | --- |
| Integrity | Teamwork | Partnership | Honesty |
| Communication | Respect | Safety | Attitude |
| Customer Service | Trustworthy | Diversity | Individuality |
| Creativity | Growth | Achievement | Competence |
| Accountability | Community | Community | Quality |
| Commitment to Success | Ethical | Legal | Professionalism |
| Fairness | Responsibility | Consistency | Empowerment |
| Fun | Risk-taking | Efficiency | Balance |
| Loyalty | Optimism | Reliable | Inspiring |

## MARKETING AND COMMUNICATION MISSION

| **What groups do** | **What do they need** | **What is the best way to communicate** | **When will we communicate** | **How we know about** |
| --- | --- | --- | --- | --- |
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# Objectives and Priorities This Year

Objective might be SMART

S – Specific

M – Measurable

A – Achievable

R – Realistic

T – Time bound

# Workers Development Mission

Your Board, Managers, Staff and Volunteers will need the right skills and knowledge to work together to deliver your goals.

| **Area of Development** | **What will be done** | **When** | **Cost of development** |
| --- | --- | --- | --- |
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# Operating Budget

Use the worksheet below to help you determine if the activities and Missions you want to undertake are achievable with the financial resources you have available to you this year.

## Estimated Operating Budget Worksheet

|  |  |  |
| --- | --- | --- |
|  | Estimated  Amount | Actual |
| Expected Income |  |  |
| Income 1  Income 2  Other income  TOTAL: |  |  |
| Expected Expenditure |  |  |
| Staffing Costs  Office running costs (rent, etc.)  Supplies  Mileage  Staff development  Marketing  Other costs  TOTAL: |  |  |
| Programs/Project Costs |  |  |
|  |  |  |
| TOTAL EXPENDITURE: |  |  |
| TOTAL Profit/Loss: |  |  |

# Risks and Opportunities

## SWOT Analysis

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

# Success Measures

|  |  |
| --- | --- |
| **Measures of Success:** | **When this will be measured:** |
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# The Action Mission

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Action to take** | **Related Objective** |  | **Start Date** | **End Date** | **Resources**  Cost, time, people |
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# Advantages of a mission statement

* Mission statements are a great way to direct a business into the right path, it plays a part in helping the business make better decisions which can be beneficial to them. Without the mission statement providing direction, businesses may struggle when it comes to making decisions and planning for the future, this is why providing direction could be considered one of the most advantageous points of a mission statement.
* Having a clear purpose can remove any potential ambiguities that can surround the existence of a business. People who are interested in the progression of the business, such as [stakeholders](https://en.wikipedia.org/wiki/Stakeholder_(corporate)), will want to know that the business is making the right choices and progressing more towards achieving their goals, which will help to remove any doubt the stakeholders may have in the business