

Mission and vision statements

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PMAP 3210: Introduction to Nonprofits
Andrew Young School of Policy Studies

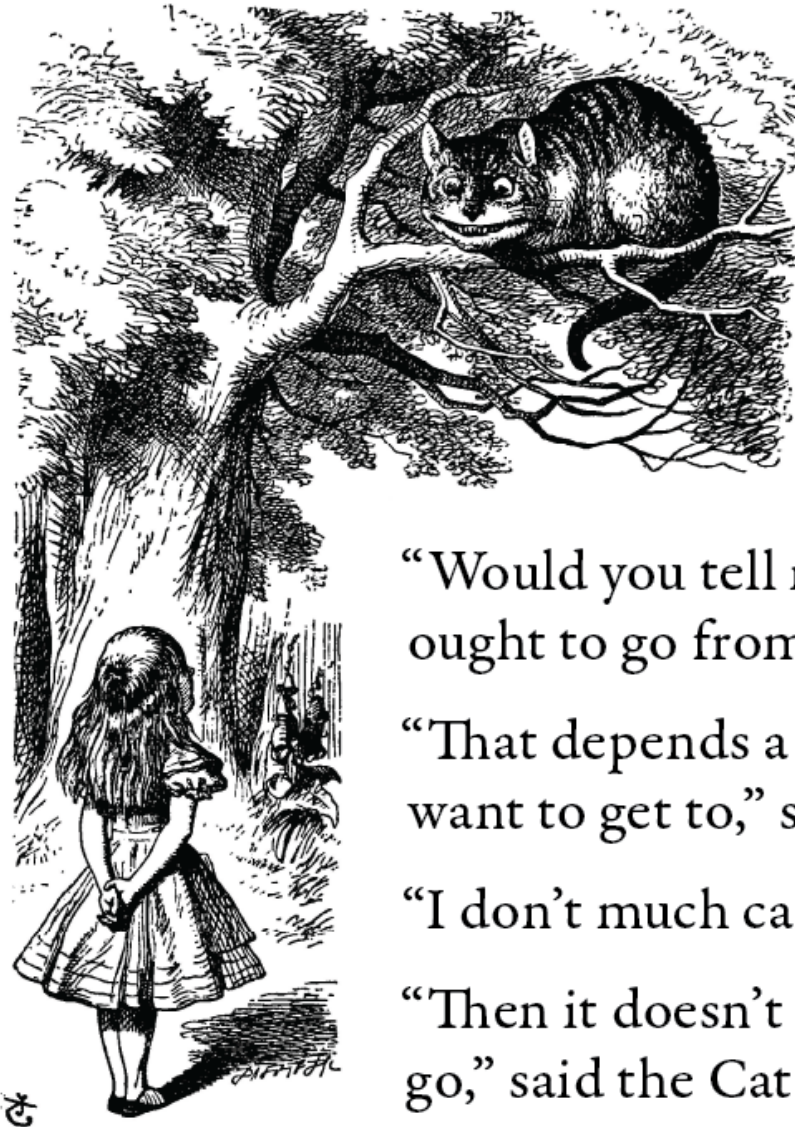
Plan for today

What are mission and vision statements?

How do we make good mission and vision statements?

Your nonprofit's mission and vision statements

What are mission and vision statements?



“Would you tell me, please, which way I ought to go from here?”

“That depends a good deal on where you want to get to,” said the Cat.

“I don’t much care where—” said Alice.

“Then it doesn’t matter which way you go,” said the Cat.

What is a mission statement?

**Succinct description of the
basic purpose of the organization**

The reason the organization exists

The work to be carried out

The beneficiaries it is designed to serve

What *isn't* a mission statement?

A detailed list of everything the organization does

Something you create once
and never look at again

Something that changes every month

Why even have one?

Organizational stability and constraint

Keeps programming decisions
consistent with organization's purpose

Organizational unity

Guides day-to-day work

Public relations

Lets outside stakeholders know
what the organization does

Why should nonprofits have them?

**Most for-profit private businesses
have mission statements**

Nonprofits absolutely need them

Why?

What happens without one?

Bad things!

Mission drift and "barking up the wrong tree"

Possibilities limited if statement is unclear or too narrow

Organization may not realize when it is time to change mission (or go out of business!)

What is a vision statement?

A description that conjures a picture of the overall destination of the organization

Answers these kinds of questions:

What will "success" look like?

What will the reputation of the nonprofit look like in the community?

How will your community (or the world) be different?

What role will the nonprofit play in the community?

**How do we make
good mission and
vision statements?**

Components of mission statements

Purpose statement

What the organization seeks to accomplish

Business statement

The main method or activity for fulfilling the purpose

Purpose statement

Usually two parts

Phrase that indicates
a change in status

Aspirational verbs like
"to increase", "to decrease", "to prevent",
"to eliminate", "to promote", etc.

Problem or condition
to be changed

"drunk driving", "illiteracy",
"inequality", "homelessness",
"effectiveness of {x}", etc.

"To eliminate homelessness"

Business statement

Answers the question "What are we going to do to accomplish our purpose?"

Link to the purpose statement with "by" or "through" some verb

"To eliminate homelessness by providing job training to homeless individuals"

THE WOODRUFF ARTS CENTER

**Alliance
Theatre**

**Atlanta
Symphony
Orchestra** 

HIGH
HIGH MUSEUM OF ART ATLANTA

The Woodruff Arts Center's mission is to inspire, create, support, and celebrate renowned arts and education for diverse audiences through a unique model of partnerships and collaborations, and in an institutionally sustainable manner.

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Make it part of the culture!

**Mission statements should be
memorable and recitable**

They also have to allow for a strategy—can't be too vague

You can create a MyChart account at <https://mychart.choa.org>.

MyChart allows access to results 24 hours a day.

10 is the target

Our goal is to provide the best care for your child. You may receive a survey about your recent visit. We'd love to hear from you!



Children'sSM
Healthcare of Atlanta



Children's
Healthcare of Atlanta

"Making kids better today and healthier tomorrow"



**NORTHSIDE
HOSPITAL**

"Northside Hospital is committed to the health and wellness of our community. As such, we dedicate ourselves to being a center of excellence in providing high-quality health care. We pledge compassionate support, personal guidance and uncompromising standards to our patients in their journeys toward health of body and mind. To ensure innovative and unsurpassed care for our patients, we are dedicated to maintaining our position as regional leaders in select medical specialties. And to enhance the wellness of our community, we commit ourselves to providing a diverse array of educational and outreach programs."

Components of vision statements

Usually two parts

Core ideology

Organization's reason for being;
the soul of the nonprofit.

Not its goal or business strategy

Ask "why" a bunch of times

Envisioned future

Big hairy audacious goal (BHAG) + vivid
description of the future

BHAGs

Target

Ford:
"Democratize the automobile"

Common enemy

Nike:
"Crush Adidas"

Role model

Stanford:
"Become the Harvard of the West"

Internal transformation

GE:
"Be #1 or #2 in every market"

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HIGH
HIGH MUSEUM OF ART ATLANTA

To be a uniquely exciting and innovative destination and a beacon for excellence in arts and education



Lifting Hands International

Lifting Hands International

Your turn!

Find and evaluate 5 different nonprofits'
mission and vision statements

Your nonprofit's mission and vision statements