



# Mission Statement Handout

Name \_\_\_\_\_

Date \_\_\_\_\_

---

## Crafting an Effective Mission Statement

---

Writers of mission statements make sure the statement is focused, clear, credible, and relevant, and answers the following questions:

1. What is the purpose of the organization? What are your goals? (PURPOSE)
2. How will you fulfill your purpose/address your goals? (BUSINESS)
3. What are the beliefs that guide your work? (VALUES)

### Examples of Mission Statements

#### Invisible Children

"Invisible Children improves the quality of life for war- affected children by providing access to quality education, enhanced learning environments, and innovative economic opportunities for the community."

#### Save Darfur

"The Save Darfur Coalition's mission is to raise public awareness about the ongoing genocide in Darfur and to mobilize a unified response to the atrocities that threaten the lives of two million people in the Darfur region."

#### Global Tribe

"OneGlobalTribe's aim is to offer youth meaningful service projects that would enable them to impact the world on a global scale, and a way to do so creatively and in collaboration with other teens."

To that end, OneGlobalTribe seeks to...

- raise awareness of global issues through creative media
- identify worthy global causes for youth to adopt
- mobilize youth to raise awareness and funds for global causes
- provide tools and resources to develop youth into creative social entrepreneurs



## Mission Statement Handout

- build and foster a global network of socially active youth
- create measurable and lasting improvements in the world's environment and human communities"

### Free the Children

"Our mission is to free young people from the idea that they are powerless to bring about positive social change, and encourage them to act now to improve the lives of young people everywhere."

Campaign Name: \_\_\_\_\_

Mission Statement: \_\_\_\_\_

---

---

---

---

---

---

---

---

---

---



# Mission Statement Handout

## Mission Statement Checklist:

Our mission statement answers the following questions:

- o What is the purpose of the organization? What are your goals? (PURPOSE)
- o How will you fulfill your purpose/address your goals? (BUSINESS)
- o What are the beliefs that guide your work? (VALUES)

Our mission statement is

- o Short and concise – no more than 4 sentences.
- o Memorable.
- o Realistic.
- o Easy to understand
- o Motivational / Inspiring.
- o Full of strong and precise verbs.

Our mission statement does NOT

- o Have a call to action
- o Focus on facts about our issue

We believe in our mission statement.

Signed by:

---

---

---

---

---

---

Individual mission statement drafts due:

Final mission statement due: