

# Mission and Vision Statements Questionnaire.

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For more information on mission and vision statements, see the Grassroots Growth handbook on Defining Your Organization.

## WHAT IT IS

Mission and vision statements articulate your organization's values and goals. The mission statement, sometimes also called the statement of purpose or mandate, is focused on what your group is doing in the present. The vision statement is focused on what you will do in the future.

## HOW TO USE THIS QUESTIONNAIRE

Answer the questions on the following page in a group setting — with your board, or your core volunteers — to narrow down your ideas for your mission and vision statements. You may want to consider what's unique about your group when answering these questions.

When writing your statements, you should:

- Be specific
- Be realistic
- Avoid wordsmithing
- Consider including the communities you want to reach

## Mission Statement

- What issue will your grassroots group work towards solving, and what will your group do to solve the problem?
- Why is it important that you are doing this work?
- What is distinct about the way that you will approach this issue?
- Who are the communities that will benefit from the work that you'll do?

## Vision Statement

- What will success look like for your grassroots group, and how are you going to achieve this success?
- Who will be impacted by your success?
- When will you succeed, or is the work ongoing?