



RevComm Consulting

Revolutionizing communities
through the power of philanthropy

Mission Statement Worksheet

*Creating an Impactful Mission Statement for your
Changemaker Organization*

Let's Get to Work!

Your mission statement should be *powerful*.

It should directly relate to the work that you do and should be supported by a passionate team that cares about driving meaningful change for your unique cause.

By using the strategic tools provided in RevComm Consulting's Mission Statement Worksheet, you and your team will come up with a Mission Statement that resonates with everyone and really drives home the purpose and "why" of your organization.

Ready to get started? Here's what you'll need:

- Are you and your team pen to paper thinkers, whiteboarders, all about tech? Use whatever brainstorming tool is best suited for your team. We will be doing a lot of jotting down ideas, trial and error grouping words together, writing and erasing.
- A small group, depending on the size of your organization. If you are a sole founder, we recommend pulling in someone you trust who understands your vision. More established organizations will benefit from having a diverse group inclusive of board members, staff, interns.
- We highly encourage snacks and coffee to keep the creative juices flowing. Take breaks, walk around, test sentence fragments out loud – this is meant to be interactive!
- THAT'S IT! *Let's get to work!*

Mission Statement Worksheet

KEEP IN MIND:

- ✚ Simple. No greater than 10th grade reading level.
- ✚ Concise. Aim for less than 20 words.

ACTIONS

List verbs that summarize your work. "We aim to..."

BENEFICIARIES

Who will benefit from your work?

SERVICES

What services do you provide?

PROBLEMS

What community need is your service solving?

CAUSE

What cause is driving your mission?

STAKEHOLDERS

What community partners are critical to your work?

Action Steps

You've done the hard work, now let's put the pieces of the puzzle together.

For this exercise we encourage you to try as many frameworks as possible – when you find the winning statement, you'll know.

Here are some examples on how you can group your statement:

ACTIONS	SERVICES	PROBLEMS
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ACTIONS	CAUSE	BENEFICIARIES
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ACTIONS	SERVICES	BENEFICIARIES
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ACTIONS	BENEFICIARIES	CAUSE
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ACTIONS	BENEFICIARIES	SERVICES	ACTIONS	PROBLEMS
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Using your preferred brainstorming tool, test out multiple options and note your top 3. Remember: a mission statement is not set in stone – as your organization evolves so will your statement. Don't be afraid to revisit this exercise!