

# Creating a Mission Statement

A mission statement should be clear, powerful, and broad enough to guide your decision-making and help explain your organization's efforts to potential members. Thus, the time you and your group spend on developing or revising your mission statement is well spent. The first step in developing an effective mission statement is to seek input from members

## Develop a List:

At smaller meetings over the course of weeks (or through emails) ask people to describe the organization's:

- Values
- Core Services
- Unique Attributes

**Note:** There will be a certain amount of variation in responses, but patterns should appear and when you share the results with the entire group. If your organization cannot come up with a cohesive picture of what it stands for and what it does, you are probably trying to do too much and/or not effectively communicating purpose.

## Be Selective:

Once you have captured the group's responses, the next step is to make sense of them. Select a committee of diverse members of the organization to go through the list. Eliminate ideas that do not describe your organization's core services and combine similar concepts (for instance, "finding creative solutions", "being innovative", "thinking outside the box" are all similar values that could be described with one phrase)

## Be Cohesive:

Now it's time to string the core concepts together. A starting place for a mission statement is The mission of [Organization Name] is to [verb] the [population served] of [location] through [core services].

- Think broadly. You do not want your mission statement to be an exhaustive list of what you do. For instance "improve the lives of all NSU students" is better than "provide programs, events, and services to NSU students"
- Give yourself options. Play around with wording and write down two or three potential mission statements.

## Vote on it

Take the top ideas to the group and make it official through whatever decision-making process you use.

## Sample Mission Statements

### **Rowan University Students for Literacy Club**

#### **Mission Statement**

The Students for Literacy Club is a student organization that was founded in the Spring 2000 semester. The mission of this organization is to educate the university and community about issues involving literacy education. Club members participate in a variety of service projects as well as organize programs to enlighten people about the importance of literacy awareness.

### **University of New Mexico Business Law Society**

#### **Mission Statement**

The UNM Business Law Society is a graduate/professional student organization encouraging participation by all members of the University community. The organization provides a forum to exchange ideas for students interested in business law. It introduces members to practitioners in the field of business law and provides networking opportunities within the business community. UNM BLS advocates corporate social responsibility, ethical management practices, and community involvement. The organization will foster social interaction for students by sponsoring gatherings and recreational activities. It will coordinate events/lectures and work closely with the UNM Anderson School of Management.

### **University of Nebraska-Lincoln Campus NightLife**

#### **Mission Statement**

The mission of Campus NightLife is to provide a safe variety of on-campus activities that reach out to all University of Nebraska-Lincoln student communities and foster campus wide inclusiveness. Campus NightLife strives to provide consistent entertainment that recognizes and caters to the diverse UNL student population

### **Georgia Tech Students Organizing for Sustainability**

#### **Mission Statement**

The primary focus of this group will be to run grassroots campaigns on a wide range of environmental, political, and social issues in order to promote the greater goal of building a more sustainable campus, community, and world. These issues may include, but will not be limited to: improving on-campus recycling; bringing more nutritious, local, and organic foods to our dining halls; converting the shuttles to run on renewable fuels; and working to bring new sources of clean, efficient energy to the institute.