Write Your Mission Statement

A mission statement is a summary of the aims and values of an organization—it's reason for existing. It is used within the organization to keep activities on task and focused, but it also provides a condensed overview of your project when talking to administrators, city/state/federal legislators, and business leaders. The mission statement should provide the big picture “who, what, where, and why” of your organization and should clearly articulate what you hope to accomplish with your group in the long term. This is distinguished from projects that have outcomes or impact expectations within the overall organization. You can learn how to create project outcomes or impact expectations in the Write a Project Plan Guide.

Example:
Who: UA Students for Sustainability

What (goals of the organization): student leadership, institutional sustainability, and promoting environmental awareness

Where: University of Arizona

Why: In order to improve overall campus sustainability

Mission Statement: UA Students for Sustainability is a student organization that empowers student leadership, pursues institutional sustainability, and promotes environmental awareness in the University of Arizona community.

Create a vision statement

A vision statement is a short-term goal—where you see your project or organization in 5-10 years. Some projects will not require a formal vision statement but they will still need short-term goals. Here are some examples of both:

Vision Statement
- In the next 5 years, I will become the best swimmer in Tucson
- The UA Community Garden will become a staple in urban gardening in Tucson within 5 years.
- Greeks Think Green will involve 50% of Greek life into the program by 2020.

Short-term goals
- Within one year, I will raise $30,000.
- This project will acquire land for composting by 2016.
- I will forge 10 new partnerships by the year’s end.