

While your organization already developed a purpose statement as part of your charter, it is always a good idea to take a look back and reevaluate where your organization stands and if any changes need to be addressed.

When reevaluating, bring your officer team together to reflect upon and discuss the following questions:

- What is our organization trying to accomplish?
- Why does our organization exist?
- Why did members join our organization?
- What do members want to get out of membership in our organization?
- Has our organization's purpose changed from our original charter?

We also recommend diving deeper during a retreat or longer planning meeting to create and/or update a foundation for your organization that will further define your purpose and keep your organization relevant to all members.

### **Mission**

Simply put, a mission statement captures your organization's unique reason for being and energizes all members, advisors, and outside partners to pursue common goals. In a concise statement, the mission of your organization will answer these simple questions:

- Who are we as an organization?
- Why do we exist?
- What do we do?
- Whom do we serve?

Keep in mind that every organization's mission statement will look and sound a little different. Here are a few popular organizations to look to for inspiration when developing your unique statement:

**Amazon:** Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.

**March of Dimes:** We help moms have full-term pregnancies and research the problems that threaten the health of babies.

**UWM:** To fulfill its mission as a major urban doctoral university and to meet the diverse needs of Wisconsin's largest metropolitan area, the University of Wisconsin–Milwaukee must provide a wide array of degree programs, a balanced program of applied and basic research, and a faculty who are active in public service.

### **Vision**

A vision statement is an inspirational guiding image of success for your organization. For example, Goodwill seeks to achieve a future where "Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life."

When working with your organization's officer team to develop a vision statement, take time to reflect upon the following questions:

- What is the future that you wish to create for your members?
- What will success look like?

Here's an example of an exercise that will further help your team to look at the future of your organization and where you are headed.



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