

## About the Process

Whether you're writing a mission statement for a new organization, project or initiative or re-visiting the mission that was written for your organization 20+ years ago, it's helpful to use a structure to ensure your mission statement is strong yet concise. At RAFT, we included the entire team in the process of re-writing our vision and mission statements at the end of 2023. It may be too much to include everyone at your organization in this process. We are just 6 people, so it was manageable. We recommend creating a mission and vision statement committee, with representation from every department within your organization. Choose committee members that are passionate about being a part of this process.

It's up to the group whether to start with the vision or the mission. A vision statement is much more lofty and "big picture" than the mission statement. The mission statement should be more attainable, goal oriented and rooted in what your organization realistically can accomplish.

When you have your committee gathered, prepare to brainstorm. It's helpful to have post it notes and plenty of pens available, a whiteboard works as well if you have one! If you're brainstorming via Zoom, use the whiteboard feature to write down everyone's ideas. It helps to designate a scribe to take notes so you don't miss any good ideas!

## Your Vision Statement

**Guiding Questions and things to keep in my while you are brainstorming your vision statement:**

- There are no limits. Pie in the sky. Think big picture!
- In an ideal world, with no resource limits, what could you achieve?
- What is the ultimate goal for our cause?
- What does the future of our organization look like?

**Remember!**  
*When brainstorming,  
there are no bad ideas.  
Let's the thoughts flow,  
and don't pick apart  
each others thoughts!*

This is our updated vision statement:

**RAFT envisions a future where gender-based violence advocacy organizations empower advocates to live balanced, supported lives while doing meaningful work to provide exceptional care for the communities in which they advocate and themselves.**

## Your Mission Statement

To craft your mission statement, spend time answering and brainstorming around these four questions:

### Who are We?

**(As an organization, as a group of people, occupation, identity)**

More than likely you will end up using your organization's name in your statement, but answering this question more abstractly can help identify values or connections.

### What do we do?

**(What are your services? What are your programs?)**

Do you work with clients? Do you spread awareness or advocate for rights? Do you stand for a specific cause? If this is for a program - what will the program do? What is offered? Be specific!

### Why do we do it?

**(What is the impact of your programs?)**

What is the point? What are your values? Why is this important? Who benefits from your offerings?

### How do we do it?

**(What are the logistics of your services? How are your programs implemented?)**

Do you have a hotline service? Walk-ins? Are you only virtual or by appointment?

## Synthesizing Your Statements

Now that you have a ton of answers to the mission and vision questions, one or two people should volunteer to synthesize everything you've collected during the brainstorm. These volunteers should be comfortable with word-smithing, and they should enjoy capturing the spirit of every idea, in a clear and concise fashion.

The goal of these statements isn't to include every detail, or every thought, but to capture the important work that you do everyday, and communicate it to the public, to funders, and to partners.

Generally, the format of your mission statement should follow this:

**Who does What because Why through How.**

Here is our updated statement for RAFT:

**RAFT supports organizations and advocates to cultivate human-centered workspaces through foundational wellness practices, resources, and training to build resilience and promote a positive gender-based violence advocacy ecosystem.**

Next, when your writer(s) has a draft statement, it should be shared with the committee for feedback.

Be clear in the request for feedback: When is it due? How would you like to receive it? Are there any words or phrases that can't be changed?

Finally, after a revised statement is crafted, get your board's approval. Then share it with the world!