



2017 ONPHA Conference and Trade Show

Shaping
OUR
Future

507 Governance: Mission & Vision Possible

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Learning goals

1. Clear and well-structured mission and vision statements provide shape and focus to your governance work. This basic session will walk providers through the process of rethinking mission and vision statements using a real-world case study (i.e. their own organization) in order to best achieve and direct your organization.
2. What, Why & How



ICEBREAKER

Sharing your Personal Mission

Your Personal Mission

- Think about what others would say about the strengths you have
- Write down 2-3 super-powers that others would say you have that make you different
- Create a short statement about how you apply your talents or super powers, who benefits, and the difference you make



Mission Statements

Mission Statements

Defining a Mission Statement

- A statement (or formal summary) that conveys the core values and purpose of an organization
- Rarely changes over time
- First step for new nonprofits - defining what the organization **plans to do** and **what makes it different** from other organizations in the same field.

❖ *What makes you different and what difference you make*



What's in a Mission Statement anyways?

Expressed “Reason for Being”

Declaration of shared values

Intended Direction

What you stand for

Why do we need a
Mission Statement?

Benefits of having a mission

- **Helpful Guide** - serves as a reference point for making sound organizational judgments and decisions
- **Clear Communication** – enables people to talk concisely about what the organization's purpose is
- **Brings People Together** – defines the values that people share that draw them together to work toward a collective cause
- **Inspires Action** – helps people stay motivated and sustain the actions that make a difference



*It is a reminder of what
matters most!*

Some Examples

Examples

- **Plan International** aims to achieve lasting improvements in the quality of life of children, families and communities in developing countries. We do this through a process of collaboration that unites people across cultures, adding meaning and value to their lives.
- **WoodGreen Community Services** enhances self-sufficiency, promotes well-being and reduces poverty through innovative solutions to critical social needs.
- **West Neighbourhood House** enables less advantaged individuals, families and groups in the community to gain greater control over their lives and within their community.



How do we develop a Mission Statement?

One Sentence Statement | 14-20 words max

Describes: What you do
+ who/what you do it for

Activity #1: Storytelling (Example)

Two questions:

- What does it look like when our organization is doing its best work?
- What would it look like when our organization is doing its best work?

Instructions:

- Get into pairs and share your story with the person
- Get your partner to listen for and write down on a cue card the “places and people” you mention, “actions that make a difference”, and then any “results from your work”



Our Cause, Our Actions,
Our Impact

Activity #2: Our Cause, Our Actions, Our Impact (Example)

Write these labels on a flipchart paper and fill in short phrases underneath (starting with the notes from your previous story):

1) Our Cause: Who? What? Where?

2) Our Actions: What we do

3) Our Impact: Changes for the better

Now, group together and label the main ideas!!



Crafting a Mission Statement

Activity #3: Crafting a Mission Statement (Example)

Draft a few mission statements making sure they express the main ideas for each of the following:

Cause + Actions + Impact



Tips and Tricks

1. **Don't worry about word choice.** This is the easiest part to nit-pick and the least important for your final statement!
2. **Keep it short.** Many of the best mission statements have fewer than 10 words.
3. **Keep it simple.** Too many nonprofits have long, flowery mission statements that sound toiled over.
4. **Say it out loud.** Does it sound awkward? Memorable? Catchy? Human?
5. **The disagreement test:** If no one would disagree with your statement (*things like “make the world better” or “act with integrity”*) then your statement is too generic. Don't hide behind clichés!

Source: nonprofithub.org



Vision Statements

Vision Statement

- Aspirational description
- What an organization would like to achieve or accomplish
- Serves as a guide for present and future courses of action
- Like a picture of the future where an organization's mission has been realized



What is a Vision
Statement?

Definition

- A **Vision Statement** is a one-sentence statement describing the clear and inspirational long-term desired change resulting from an organization.
- Think of the **Desired End-State** your organization is working toward realizing



Why do we need a
Vision Statement?

Benefits of having a Vision Statement

- **Clear direction** - know where you are heading
- A collective goal **helps to align** internal and external stakeholders
- **Gives meaning** to all levels of the organization's operations
- Works as a **guide** for decision making
- Recruit and select the **right people** who are invested in the vision



Some Examples

Examples

- **Human Rights Campaign:** Equality for everyone.
- **Oxfam:** A just world without poverty.
- **Multiple Sclerosis Society:** A World Free of MS.
- **The Nature Conservancy:** To leave a sustainable world for future generations.
- **Make-A-Wish:** That people everywhere will share the power of a wish.
- **Habitat for Humanity:** A world where everyone has a decent place to live.



Developing a Vision Statement

Activity #1: Describing the Final Destination (Example)

- What would the world look like if the problem you were trying to solve was actually solved?
 1. *Write a description on a cue card*
 2. *Read to the person next to you*
 3. *Discuss which parts were inspiring and eliminate jargon, clichés*
- If your organization were completely successful, what would this look like?



Activity #2: Newspaper Headlines (Example)

- What would you hope to see in the newspaper headlines about your work in 5 years from now?
- Generate as many newspaper headlines as you can
- Reorganize the headlines and name each category



Tips and Tricks

- Let your imagination go and **dare to dream**
- It's important that a vision statement captures your **passion**.



Mission vs. Vision:
What's the difference?

Mission vs. Vision

- Mission is the cause of vision
- Mission is to be accomplished
- Vision is to be pursued for accomplishing the mission



Example: Oxfam

MISSION: To create lasting solutions to poverty, hunger, and social injustice.

VISION: A just world without poverty.



Summary and Wrap-up

Summary

- Mission and Vision Statements are extremely important tools for strong organizational governance
 - Mission statements ground the organization in values and purpose
 - Vision statements describe the type of future that you are working towards
- ❖ *Both serve as communication tools, guides for decision making, and help to align people to work together effectively*





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