

WRITING A MISSION STATEMENT

Mission Statement:

A broad, one-sentence statement to the public about the overall purpose of your program.

Example:

The ABC Mentoring Program links vocational school students in Anytown, USA, with corporate executives who provide consistent support, guidance and concrete help on a one-to-one basis to encourage mentees to continue their education and secure good jobs.

Uses for the mission statement:

- Public relations and media outreach;
- Fundraising;
- Communicating with other programs; and
- Internal operations.

Often, the mission statement is developed in a brainstorming session with staff. Collective thinking can generate a variety of creative ideas. One person from the group is then assigned to put it all together.

Your mission statement should answer these questions and be stated very simply:

- *What* do you want to accomplish?
- *How* do you plan to accomplish these things?
- *Who* is the target population (by age, gender, geography, income, etc.)?

Evaluate your statement by answering these questions:

- Is it realistic?
- Is it clear and concise?
- Does it reflect your values and beliefs?
- Does it reflect the needs of those you seek to help?
- Is it powerful?
- Would you be proud to see it published in the newspaper?

Once your mission statement is written, make sure it is clear and says what you want it to say.

Other examples of mission statements for mentoring programs:

- The How-to-Succeed Program is a college-business initiative designed to help high school juniors from low-income families strengthen their chances to graduate from high school and obtain a full-time job or gain admission to college.
- The XYZ Mentor Program exposes youth ages 14–17 from single-parent families to positive role models and alternative lifestyles to encourage them to remain in school and set positive goals for their adult lives.