

Distinguishing the Mission, Vision & Values Statements

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Every organization has a **mission** statement. (The IRS requires that the statement of purpose or mission be submitted annually on Form 990, which is a *public record*.) Many organizations *also* use **vision** and **values** statements.

The statements “frame” the organization --- guiding board, staff and public to compare and contrast one organization’s brand-platform from another.

The statements are usually fine-tuned or revised at the strategic planning process.

Mission Statement – The mission statement is the purpose for existence. It identifies who is served, how and why. The statement should be one or two, precisely worded sentences.

The mission statement can usually fit on the back of a business card and should be memorable – easy to articulate. Examples:

“As the voice for pediatric health care education, our mission is to advance the interests and meet the needs of physician educators --- enabling them to provide quality and affordable patient outcomes.”

“The Chamber facilitates the growth of our business community through economic development, advocacy and tourism.”

Vision Statement - An inspiring statement answering: "What do we want to be in the long-term if we had unlimited resources?" Think of the vision statement as an image of the organization if it fully carries out its mission and strategic plan.

“The premier source of consumer and member information to guide the profession to be the most highly respected, best positioned and profitable.”

Values - Core values are consistent with the mission, informing others of the organization’s guiding principles maintained by board and staff. It is better to adopt a values statement than to *insert* values into the mission or bylaws.

They are often enumerated or bulleted, for example:

- Innovation
- Integrity
- Diversity
- Transparency



“Mission, Vision, Values make up the organization’s brand platform and public image.”