

Vision and Mission Statements

Vision and mission statements define your organization and set its direction. Because your vision and mission statements are the basis for your organization's existence, its programs and services, and its goals and objectives, it is imperative to attentively construct and communicate meaningful, motivational statements. Both statements should be short enough to memorize, yet informational and inspirational. After reading your vision and mission, a person with no prior knowledge of your organization should have a good understanding of what your organization does.

A vision statement is idea-oriented, while a mission statement is action-oriented.

A **vision statement** is a short phrase or sentence that paints a picture of the end result of your organization's work. It is written as though your organization has accomplished all it has set out to do. It is the organization's reason for existence. It is your guiding light.

A **mission statement** describes your organization and explains who you are, what you do, how you do it, where you do it, and why your organization is important. It explains how your organization is going to achieve its vision.

Let's look at The Fruition Coalition's vision and mission as examples.

Vision Statement

Resources for emerging nonprofit organizations

The Fruition Coalition was formed to meet this need: emerging nonprofit organizations too often lack the resources they need to sustain and grow. This statement states the overall objective.

Mission Statement

The Fruition Coalition builds strength and longevity into grassroots organizations in Philadelphia through collaborative partnerships that capitalize on limited resources and unlimited passion.

This mission statement evokes a sense of both accomplishment and inspiration to get there. It clearly answers all of the questions:

Who – The Fruition Coalition and grassroots organizations

What – Builds strength and longevity

Where – Philadelphia

Why – Limited resources and unlimited passion

How – Collaborative partnerships

Communicate your vision and mission to staff, volunteers, program participants, and donors. The vision and mission should be easy to find on all of your organizational literature including newsletters, annual reports, proposals, letters, case statements, and websites.