



A NONPROFIT'S MISSION STATEMENT COMMUNICATES THE OVERARCHING ASPIRATIONS OF THE ORGANIZATION; it describes the social sector need that is being met and what the organization is doing to meet that need. A mission statement also should set the stage to develop programs, fundraising strategies, and to help sustain the public's support and confidence.

Board members (and staff) should periodically assess the organization's mission statement and update it as necessary to ensure alignment. It should inspire, compel, and encourage those you serve, engage your community and motivate your board and staff.

BoardSource recommends keeping in mind these nine characteristics of compelling mission statements when creating or revising your mission statement. Make sure yours is a 'mission to remember.'