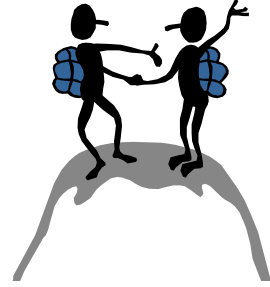


Developing a Mission Statement



The mission statement is...

- the core message of the organisation's purpose and reason it exists;
- what you're trying to do, why, and for whom.

EXERCISE 1:

In one or two sentences, describe the overall purpose of the organisation in a way that looks to your vision and says what you're trying to do and for whom.

Or EXERCISE 2:

Review the objects statement of the organisation (this will be found in your constitution or memorandum/articles), and answer the following:

How do your "objects" relate to the overall purpose and mission of the organisation over the next 3-5 years?

Use this as a basis for reviewing / writing a mission statement.

Sample: PlayBoard exists to improve the quality of children's lives by increasing their opportunity to play.