

# Vision & Mission Statements / Four Steps

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01

VALUES & INTENT



Brainstorm a list of values and action words which relay the spirit of the group.

**TIP: Try the post-it note method.** Ask each coalition member to grab at least five post-its. Ask them to write one value or action word on each. Stick all post-its on a larger paper and identify themes.

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02

FOCUS



Use what you learned from existing data and/or your community assessment to focus your vision and mission statements.

Statements will be a more effective guide for the coalition's work when created with data-informed community needs in mind.

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03

STATE IT



Create short, concise statements using the values and actions in Step 1.

**Vision:** What the coalition seeks to accomplish.

**Mission:** Describes the coalition's role in making the vision a reality.

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04

TWEAK & REFINE



Refine your statements to ensure they are clear and to the point. These statements should be easy to remember and reflect the values you established.

Consider how to give all members the opportunity to weigh in, without allowing the process to drag out.