

Nonprofit Vision Statement Framework

1. Identify Your Cause

What is the fundamental issue or opportunity you want to address?

E.g., Ending hunger in urban communities...

2. Define Your Ideal Future

Describe the world or community as it would look if your work succeeds.

E.g., A community where every child has access to nutritious meals...

3. Specify the Beneficiaries

Who specifically will benefit from your vision?

E.g., Children in low-income neighborhoods

4. Articulate the Change

What positive change will your nonprofit create?

E.g., Improved nutrition and educational outcomes...

5. Draft the Vision Statement

Combine the above elements into a single, concise vision statement.

E.g., A city where every child grows, learns, and thrives free from hunger...