

Vision and Mission Statement Planning Sheet

Organization/Team Name

Enter organization or team name

Vision Statement

Draft your vision statement:

A vision statement describes the desired future position of your organization or team.

Mission Statement

Draft your mission statement:

A mission statement defines your organization's purpose and primary objectives.

Vision Statement Key Elements

Purpose

What does your organization strive to achieve?

Impact

What will be the benefit for the community or stakeholders?

Mission Statement Key Elements

What you do

Describe main activities or services.

Who you serve

Describe your main audience or beneficiaries.

How you do it

Describe your approach or methods.

Why you do it

Describe your core motivation or values.