

# 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.