

Mission and Goals Statement Template

Mission Statement

Briefly describe the core purpose of your nonprofit. What problem are you addressing? Who do you serve?

Vision Statement

What is your organization's ultimate aspiration? What change do you hope to see in the future?

Core Values

List 3–5 fundamental principles that guide your work and decisions.

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Organizational Goals

Outline key goals for the next 1–5 years. Goals should be specific and measurable when possible.

1.
2.
3.

Target Audience

Who benefits from your services or programs?

Signature Programs / Activities

List and briefly describe the primary programs or activities you offer.

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