

Strategic Mission Framework for Nonprofits

1. Mission Statement

Describe your nonprofit's core purpose:

2. Vision Statement

What is your desired future impact?

3. Core Values

What principles guide your work?

4. Strategic Goals

Identify 3-5 major objectives:

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5. Key Strategies

How will you achieve your goals?

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6. Target Beneficiaries

Who do you serve?

7. Success Metrics

How will you measure progress?

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