# Develop, or Reaffirm a Mission Statement

**Steps**

1. **Review the current mission statement** and determine if it needs to be reaffirmed or revised.
2. **If it is to be revised, then make revisions** using the Mission Checklist.

**Mission Checklist**

This checklist can be used to review the current mission statement to determine if it is still accurate and relevant. If it needs revision, then use the checklist to ensure the revised mission statement is a good one.

* Does it clearly and accurately describe what we do, for whom and how we do it? Does it make clear what everyone within the agency is committed to make happen and change as a result of our collective action?
* Does it describe what is unique or distinct about us? Does it specifically describe the demographics and geography or community we serve?
* Does it reflect our organizational values?
* Is it realistic and attainable; can it be achieved with current or potential resources available to us?
* Would people want to rally around the mission or contribute to it? If the agency were to disappear, does it adequately describe why anyone should care?
* Does it remain relevant to those we serve? Would they share the description of what we do and why?
* Do all our current programs and services fit within the description of mission?
* Does it allow for growth and innovation?
* Does it appeal to the heart and head?
* Does the mission use correct and current language? Is it jargon free and written in plain language? Is there consensus about the meaning of each of the key words in the mission?