

Developing a Mission Statement Exercise

First - Use the answers to the following questions as a guide for drafting an appropriate mission statement for the coalition. Involve as many members as possible, working in small groups if necessary.

1. What do you hope to accomplish as a result of the coalition's efforts?

2. Who will benefit from the efforts of the membership?

3. How will we accomplish/achieve this?

Then - Weave together the responses from these questions into a single statement. The mission of the coalition is:

Evaluate the statement:	Yes	No	Some- what
a. Is the statement realistic?			
b. Is the statement clear and concise?			
c. Does it reflect the coalition's values and beliefs?			
d. Does the statement demonstrate a commitment to the public good?			
e. Is the statement powerful?			