

SESSION 1

REFLECTING ON THE MISSION OF YOUR ORGANIZATION

REFLECTING ON THE MISSION OF YOUR ORGANIZATION



Session Overview

Session Summary

In this session, participants will share information about the organizations they joined or created and discuss the reasons these organizations became involved in their communities.

We will discuss the purpose or mission of the organizations participants joined or formed. We will also discuss the issues, needs and concerns these organizations plan to address to make progress toward reaching the vision they have for their communities. This session builds upon work that was developed during the COMMUNITY VOICES program.

Objectives

At the end of Session 1, participants should be able to:

1. share information about their organizations and their involvement in communities
2. identify the types of organizations that leaders became involved in to continue their work after COMMUNITY VOICES
3. clarify or develop the purpose or mission of their organizations

NOTE TO CO-FACILITATOR:

If the group has not yet conducted COMMUNITY VOICES Session 3, “Creating a Shared Vision of Our Community’s Future,” and joined or formed a community organization, conduct that session with the group prior to conducting this one.

Opening the Session

Review

Introduction

Skill Work

1. With what organization did you become involved in your communities?
Strategy: Go-Around and discussion
2. What does a mission statement say about an organization?
Strategy: large-group discussion
3. What is the purpose or mission of your organization?
Strategy: group discussion
4. Prepare a written mission statement.
Strategy: group discussion and brainstorming
5. Think of ways to use the mission statement to build an effective organization.
Strategy: group discussion and brainstorming

Follow-Through

Making your mission statement come alive by sharing it in the community
Strategy: reflection

Closing the Session

Review: What did you learn, and is it useful?

Preview: What type of structure does your organization have?

Materials Needed

You will need some items for this session:

- training guide for Session 1
- COMMUNITY VOICES Tool Kit 3.3 – “Community Problems and Needs” completed
- COMMUNITY VOICES Tool Kit 3.6 – “Sample Community Problems/Needs List”
- drawings “Our Community Today” (What Is) and “Our Community in Ten Years” (Vision) generated in COMMUNITY VOICES Session 3
- Tool Kit 1.1 – “Mission Statement of the Voices of People”
- Tool Kit 1.2 – “Values Cards”
- Tool Kit 1.3 – “The Mission of Your Organization”
- Flip Chart 1 – “:(Your Organization)”
- Flip Chart 2 – “Mission Statement of the Voices of People”
- Flip Chart 3 – “Mission Statement of the Voices of People – Analysis”
- Flip Chart 4 – “Clarifying (Your Organization)’s Mission Statement: What Does the Organization Want To Accomplish?”
- Flip Chart 5 – “Clarifying the Mission Statement of (Your Organization): Whom/Where Does the Organization Want To Serve?”
- Flip Chart 6 – “Clarifying (Your Organization)’s Mission Statement: What Are the Organization’s Values and Beliefs?”
- Flip Chart 7 – “Clarifying (Your Organization)’s Mission Statement: Who Is the Organization?”
- Flip Chart 8 – “The Mission of (Your Organization)”
- Flip Chart 9 – “Ways To Use (Your Organization)’s Mission Statement”
- easel, flip chart, markers, tape, overhead projector

Things To Do before the Session

1. Prepare flip charts in advance of the session as indicated by the materials list.
2. Make photocopies of tool kits as noted.
3. Obtain copies of drawings from **COMMUNITY VOICES** for Skill Work 3.
4. Prepare a set of values cards for each organization using Tool Kit 1.2.

Opening the Session

Review

In Session 14 of the COMMUNITY VOICES program, “Planning a Community Organization To Continue Our Work,” we explored two ways you could best continue your work after COMMUNITY VOICES. These were: (1) forming your own community organization to continue working on the problems in each of the issue areas, or (2) joining an existing organization already working on issues you believed could help you reach your vision in the community.

Introduction

In this session, we will begin to focus on the purpose or mission of the organization(s) you joined or formed. We will discuss how you see that mission enabling you to work toward reaching your vision in the communities. We will also discuss how the mission statement explains why your organization exists and describes the people you want to serve.

We will examine what work your organization needs to do in order to address issues, needs and concerns in communities. Then you will share your values and beliefs stated in your organization’s mission, statement. We will discuss how you think your mission statement indicates who you are, what you are about, and how you want others to perceive your organization. For most of you, your organizations serve people in a variety of geographic areas or communities, rather than just one community. For this reason, we will use the term *communities* as we discuss the mission of your organization.

Skill Work

1. With what organization did you become involved in your communities?

Purpose

We will discuss the organization that you either joined or formed to address critical issues, needs and concerns in communities to improve the lives of people who live there. We will explore other information about your organization(s) and how your organizations became involved in your communities.

STRATEGIES AND MATERIALS

Strategies: small- and large-group discussion, Go-Around and discussion

Materials Checklist:

- Flip Chart 1 – “Your Organization” for each organization represented
- flip chart, markers, tape

Directions

1. Post Flip Chart 1 – “(Your Organization)” for each organization represented.

(YOUR ORGANIZATION)

Flip Chart 1

2. If necessary, divide the group into smaller groups according to the organizations they represent and have each group choose a recorder.
3. Say to the group(s):

I want you to now share with the rest of us some information about the organization that you joined or created after COMMUNITY VOICES by answering the following questions:

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- **What is the name of the organization that you joined or created in your community?**
 - **Who is involved in the organization?**
 - **Did you create this organization, or did you join?**
 - **Why did you join or create this organization?**

4. Ask the recorder(s) to write their responses on Flip Chart 1.

5. Say to the group(s):

Let's think about how your organization became involved in your community. Share with the group why you think your organization became involved.

6. Ask the following questions:

- **Why did your organization become involved in communities?**
- **How are you involved in communities?**
- **What did your organization have to do to become involved?**
- **What was the organization's purpose or mission?**

7. Write their responses on Flip Chart 1.

8. When the list(s) is complete, read and review it with the group.

Summary

You learned in COMMUNITY VOICES that solving community problems to reach your vision could best be done when community members share their ideas and skills and work together to support an organization. In this part of the session, you have shared information about the organization that you created or joined. You told how you became involved to continue your work after the COMMUNITY VOICES program. You have shared with us many of the reasons that your organization became involved in communities.

2. What does a mission statement say about an organization?

Purpose

In this section, we will review a sample mission statement. The mission statement explains what an organization wants to accomplish as it addresses issues, needs and concerns in the communities it serves. The mission indicates the type of work or business an organization performs. It also explains who the organization is and what it stands for. The mission statement portrays an image of the organization as its work is carried out in communities.

STRATEGIES AND MATERIALS

Strategies: small-group discussion and reporting

Materials Checklist:

- Flip Chart 2/Tool Kit 1.1 – “Mission Statement of the Voices of People”
 - Flip Chart 3 – “Mission Statement of the Voices of People – Analysis”
 - flip chart, markers, tape
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Directions

1. Post Flip Chart 2/Tool Kit 1.1 – “Mission Statement of the Voices of People” for the group to review.

MISSION STATEMENT OF THE VOICES OF PEOPLE

The Voices of People believes that elderly citizens have the ability to live in their homes independently. The organization will assist the elderly who live in eastern Denver County to become actively involved in improving their health and making appropriate lifestyle changes.

Flip Chart 2 (Tool Kit 1.1)

2. Say to the group:

Now let’s listen to the mission statement of the Voices of People organization.

3. Ask a volunteer to read the mission statement from the flip chart sheet.

- Next to Flip Chart 2, post Flip Chart 3 – “Mission Statement of the Voices of People – Analysis”

MISSION STATEMENT OF THE VOICES OF PEOPLE – ANALYSIS			
Who is the Voices of People?	What does it want to accomplish?	Whom and where does it serve?	What are its values and beliefs?

Flip Chart 3

- Ask a volunteer to record the responses on the flip chart under the appropriate column, and underline the answers regarding the mission statement on Flip Chart 3.
- Divide into four smaller groups. Each group will discuss and report their responses to two questions.
- Ask Group 1 to discuss the questions about *Who is the Voices of People?*:
 - What does the mission statement say about who the Voices of People organization is?
 - What does the name of the Voices of People say about the image that it wants to portray to others?
- Ask Group 2 to answer questions about *What does it want to accomplish?*:
 - What does the mission statement say about what the Voices of People organization wants to do and what it wants to accomplish as it addresses the issues, needs and concerns in communities?
 - What does the mission statement say about the issues, needs and concerns that the Voices of People will address in communities?
- Ask Group 3 to answer questions about *Whom/where does it serve?*:
 - What does the mission statement say about whom the Voices of People organization wants to serve?

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- **What does the mission statement say about where the Voices of the People organization wants to serve?**

10. Ask Group 4 to answer the question about *What are its values and beliefs?*:

- **What does the mission statement say about the values and beliefs of the Voices of People?**
- **Would you reword the mission statement in any way?**

11. Ask each group to report its responses to the questions. Summarize, by reading the answers, while emphasizing each question recorded on the flip chart that describes parts of the mission statement of this organization.

Summary

In this activity, we have answered several important questions regarding what is included in the mission statement of the Voices of People. The organization's mission statement says what the organization wants to accomplish in communities: provide services to assist elderly citizens in making improvements in their health and lifestyles. The mission statement also indicates whom they want to serve – elderly citizens – and where they wanted to serve them – in eastern Denver County – and their values and beliefs.

Next, we will clarify or develop the mission statement of your organization. We will focus on your reason(s) for existence as an organization.

3. What is the purpose or mission of your organization?

Purpose

Now we'll discuss the purpose or mission of your organization. We'll start by reviewing either its purpose or mission statement. If you have not yet joined or formed an organization, you will answer the questions to determine what you would want the purpose or mission statement of your organization to be. To help you answer the questions, you will reflect on what you wanted to happen in your vision of the community that you developed in COMMUNITY VOICES.

STRATEGIES AND MATERIALS

Strategies: small-group discussion and reporting

Materials Checklist:

- drawings “Our Community Today” (What Is) and “Our Community in Ten Years” (Vision) generated in COMMUNITY VOICES Session 3
 - COMMUNITY VOICES Tool Kit 3.3 – “Community Problems and Needs” completed
 - COMMUNITY VOICES Tool Kit 3.6 – “Sample Community Problems/Needs List”
 - Flip Charts 4-7 – “Clarifying (Your Organization)’s Mission”
 - Tool Kit 1.2 – “Values Cards”
 - flip chart, markers, tape
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Directions

1. Post Flip Charts 4-7 on “Clarifying (Your Organization)’s Mission” for as many organizations as are represented.
2. Post from COMMUNITY VOICES the drawings from Session 3 – “Our Community Today” (What Is) and “Our Community in Ten Years” (Vision); the list of “Community Problems and Needs” (Tool Kit 3.3) that was created; and “Sample Community Problems/Need List” (Tool Kit 3.6) for the participants to review.
3. Ask the group to refer to the drawings and lists of problems and needs when they clarify or develop the mission of their organization.
4. Say to the group.

First, let’s review your purpose or mission statement to determine what your organization wanted to accomplish in communities. You will begin to clarify or develop your mission statement by reviewing how you answered the question, “What do you want to accomplish in communities to define the work or business of your organization?”

This will involve going back to review the problems and needs you wanted to address or solve in communities during the COMMUNITY VOICES program. Then, we’ll discuss what you are doing to address the problems and needs in order to reach your vision.

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5. Post Flip Chart 4, titled “Clarifying (Your Organization)’s Mission Statement: What Does the Organization Want To Accomplish?” You will need to make a separate sheet for each organization represented.

**CLARIFYING (YOUR ORGANIZATION)’S MISSION STATEMENT:
WHAT DOES THE ORGANIZATION WANT TO ACCOMPLISH?**

Flip Chart 4

6. If necessary, divide the group into smaller groups based on the organizations they represent.
7. Have the group(s) refer to their mission statement(s), if available, and the list of problems and needs identified in COMMUNITY VOICES, then ask the group the following question:

What critical issues, needs and concerns did you want to address or solve in order to reach your mission in communities?

8. Ask a volunteer from the group to record the answers on Flip Chart 4.
9. Ask a volunteer to read aloud the mission statement of his/her organization, if available, to the group.
10. Refer to flip chart material developed from COMMUNITY VOICES Tool Kit 3.6 for samples of community problems/needs.

Possible responses include: lack of jobs; lack of educational, historical, recreational, and cultural events and facilities; lack of health and day care services for youth and adults; inadequate roads, police and fire protection, water systems and housing

11. Tell the group:

You have identified the issues, needs and concerns you wanted to address or solve in communities. Now, you'll review or clarify what you are doing to address or solve these critical issues, needs and concerns. This will help you identify the ones you are working on to reach your vision.

12. Ask a volunteer from the group to record the answers to the following question on Flip Chart 4. You will need to make a separate sheet for each organization represented.
13. If necessary, divide the group into smaller groups based on the organizations they represent.

What are you doing to address the critical issues, needs and concerns in communities to reach your mission?

Possible responses:

- developing new businesses, supporting existing business and seeking industries to create jobs to enhance the area economy
- developing the workforce by preparing and equipping citizens with education, training and other support systems – such as transportation or day care services – so they can obtain existing and newly created jobs
- developing roads and water, fire and police systems to enhance the physical infrastructure
- developing youth educational and recreational centers, elderly care health and service centers, and housing improvement
- developing or sponsoring cultural, traditional, historical and recreational events to improve the social infrastructure that will enhance the enrichment of people in communities

14. Say to the group(s):

We hope that answering these two questions has helped you to decide or clarify what you want to accomplish in communities that will help form your mission statement. However, what you want to do and accomplish addresses only one part of the mission statement. Now, you will answer other questions about the mission statement of your organization that will help you to further refine or develop it.

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15. Post Flip Chart 5, titled “Clarifying (Your Organization)’s Mission Statement: Whom/Where Does the Organization Want To Serve?” You will need to post a separate sheet for each organization represented.

**CLARIFYING (YOUR ORGANIZATION)’S MISSION STATEMENT:
WHOM/WHERE DOES THE ORGANIZATION WANT TO SERVE?**

Flip Chart 5

16. Divide the group into smaller groups based on organizations they represent.
17. Say to participants:

You will need to consider where and whom you want to benefit the most from what you have to offer as an organization. You will also need to consider the degree of satisfaction you want people and places to receive as a result of your work.

Whom do you want to serve? may be thought of as those you want to benefit from the work of your organization. This could be a certain group of people such as youth, elderly, families or others with critical problems, needs and concerns that relate to what you want to accomplish.

Where do you want to provide your services? describes the designated areas (i.e., communities, counties, state, or region) where you want to carry out the work of your organization.

18. Ask a volunteer from the group to record the answers to the following questions on Flip Chart 5.

- **Who are the clients of your organization’s work or business?**
- **Where are the areas (communities, counties, state, or region) that you serve these clients?**
- **Why do you serve clients in these areas?**

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19. Post Flip Chart 6, titled “Clarifying (Your Organization)’s Mission Statement: What Are the Organization’s Values and Beliefs?” You will need to post a separate flip chart sheet for each organization.

**CLARIFYING (YOUR ORGANIZATION)’S MISSION STATEMENT:
WHAT ARE THE ORGANIZATION’S VALUES AND BELIEFS?**

Flip Chart 6

20. If necessary, divide the group into smaller groups based on the organizations they represent.
21. Tell the group(s):

Now you will perform an exercise that will help you identify the values and beliefs to be included in your purpose or mission statement. This will guide how members perform the work of the organization in the areas you have identified. As you focus on your organization’s values and beliefs, you will emphasize what you want to be important as you carry out your work with the people that you want to serve. Often, values and beliefs are the assumptions that members of the organization will act on as they perform their work.

As you are aware, your values and beliefs should guide your decision-making regarding the work your organization carries out. Values and beliefs may guide your decisions regarding the recruitment of members, the development of programs and projects, and engaging in funding efforts to support the organization. You should have a clear idea of how you will translate your values and beliefs into practice.

22. Give a set of the Values Cards prepared from Tool Kit 1.2 to each group representing an organization. Ask each group to sort the cards by discussing which of the values listed on each card they think are the most important for their organization. Some guiding questions to ask them are:

- **What are the values or beliefs that guide the work you want to accomplish in areas that you serve?**
- **What are the guiding principles that the members of your organization display as they perform this work ?**

23. Ask participants to name the top five values they chose to guide the work of their organization. Ask for two volunteers, one volunteer to report the responses and the other volunteer to record the responses on Flip Chart 5.

24. Post Flip Chart 7, titled “Clarifying (Your Organization)’s Mission Statement: Who Is the Organization?” You will need to post a separate sheet for each organization represented.

CLARIFYING (YOUR ORGANIZATION)’S MISSION STATEMENT: WHO IS THE ORGANIZATION?
Empty space for the flip chart content

Flip Chart 7

25. If necessary, divide the group into smaller groups based on the organizations they represent.

26. Say to the group(s):

Now, we will focus on who you are as an organization. This will involve reviewing the name of your organization and discussing what you think the name portrays to others about what you do in the areas that you serve.

27. Ask a volunteer from the group(s) to record the answers to the following questions on Flip Chart 7.

- **What is the name of your organization?**
- **Why was the name selected?**
- **What does your organization want to be about, or stand for, in the areas that you serve?**

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- **What image would you like your organization to portray ? How would you like others to view your organization?**
 - **What can you do to achieve the image you would like for your organization to have in areas you serve?**
 - **What will be unique about your organization? How will you convey these unique qualities?**

28. Point to the flip chart pages that were generated and say to the group:

You have answered several questions that will now let you either develop or refine your organization's mission statement. Now you will prioritize these responses by indicating the information that you think is most important in regard to what you would like to accomplish in communities, who and where you want to serve, what your values and beliefs are, and who your organization is.

29. Ask a volunteer to underline only the information that members want to become a part of their mission statement(s).

30. Summarize by reading the information underlined on the flip chart sheets to the entire group.

Summary

As a part of reviewing and clarifying your mission statement, you have decided whether you need to refine it to include any other information. You have also discussed what your organization wants to accomplish as it addresses issues, needs and concerns in areas you want to serve.

You also decided whom you want to serve and you have indicated the areas you want to serve as an organization. Further, as a part of your mission statement you clarified or decided on the values and beliefs of your organization. These will serve as guiding principles of your organization as you perform your work in the areas you want to serve.

Lastly, you have described who you are that denotes the image your organization wants to portray as it carries out its work.

Next, you will begin to prepare the written mission statement by putting together the information from your prioritized responses to all of the questions from your discussion in this exercise.

Purpose

4. Prepare a written mission statement.

Now, we will prepare a written mission statement from the information you gathered in the previous exercise. The mission statement should be inspiring. It should be easily understood by others, such as staff, volunteers, potential partners, and funding sources of the organization.

Once the mission is in a written format, it can be used for various purposes. The mission statement can be used as a means to make decisions about what you want to do and accomplish.

STRATEGIES AND MATERIALS

Strategies: group discussion and brainstorming

Materials Checklist:

- Tool Kit 1.1 – “Mission Statement of the Voices of People”
 - Flip Chart 8/Tool Kit 1.3 – “The Mission of (Your Organization)”
 - Flip Charts 4-7 – “Clarifying (Your Organization)’s Mission Statement” from Skill Work 3
 - each organization’s mission statement, if it has one
 - flip chart, markers, tape
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THE MISSION OF (YOUR ORGANIZATION)

The (1: insert who you are)_____

(2: insert what you value and believe) _____

(3: insert what you want to do and accomplish)_____

_____ for (4: insert who you will serve)

_____ (5: insert the areas, i.e. communities/

counties, you want to serve)_____

Directions

1. Post Flip Chart 8 – “Mission Statement of (Your Organization)” and the Flip Charts 4-7 resulting from Skill Work 3 for the group to review.
2. Ask the group to refer to the mission statement of their organization (if available), the sample “Mission Statement of the Voices of People” (Tool Kit 1.1), and flip chart pages generated in Skill Work 3 to draft a written copy of the mission statement of their organization.
3. Explain to the group:

As we have discussed, a mission statement is the cornerstone of an organization. It describes why the organization exists – what its purpose is. A mission statement says *This is who we are and what we are about.*

A mission statement should:

- be no more than two sentences
- be easily understood by people not familiar with the organization
- be easily recited from memory
- be inspiring!

At this point, you will combine the information from your responses to the four questions from the previous exercise into a short mission statement for your organization.

Revising the mission statement of your organization is a serious step that the organization should consider carefully. Revising the mission statement may require making adjustments to your articles of incorporation. If your articles have already been filed at the state or federal levels and you have obtained your tax-exempt status, then some additional cost may be required to make adjustments.

Although revising the mission statement may require some additional effort or cost to your organization, it may still be an important step if your mission statement no longer is appropriate to what you are doing or trying to accomplish as an organization. If the mission is no longer appropriate or does not express the scope of your organization’s work, it would be worthwhile to revise it to avoid problems.

Let's begin by reviewing the information you want to include or refine in the draft of your mission statement. If your present mission statement already answers these questions, then nothing has to be done to it.

4. Ask the group to begin writing a draft of the mission statement on a flip chart page using the information underlined in the previous exercise.
5. Ask a volunteer to record the responses to the following questions on the flip chart in the blank spaces. Ask the group to answer the following questions by referring to the information that was underlined from the previous session.
6. Ask the following questions, reviewing the answers to the same questions you have just discussed in the previous session. Record the information that is underlined in space 1:

Who are you?

- **What will be the name of your organization?**
- **What does the name of your organization say about you ?**
- **What do you want to be the unique characteristics of your organization?**

7. Ask the following questions, reviewing the answers to the same questions you have just discussed in the previous session. Record the information that is underlined in space 2:

What are your values and beliefs?

- **What values and beliefs do you want the organization to abide by when you are serving people in the areas you want to serve?**

8. Ask the following questions reviewing the answers to the same questions you have just discussed in the previous session. Record the information that is underlined in space 3:

What do you want to accomplish?

- **What issues, needs and concerns do you want to focus on as an organization?**

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- **What does your organization want to accomplish as it addresses the issues, needs and concerns of communities?**

9. Ask the following question, reviewing the answers to the same questions you have just discussed in the previous session. Record the information that is underlined in space 4:

Whom do you want to serve?

- **Whom do you want to serve or whom do you want to benefit from the work of your organization?**

10. Ask the following question, reviewing the answers to the same questions you have just discussed in the previous session. Record the information that is underlined in space 5:

Where do you want to serve?

- **What areas (i.e., communities, counties, state or region) do you want to serve?**

11. Summarize by reading the mission statement of each organization from the flip chart(s).

12. Ask the group(s) to make suggestions regarding what they want to add or delete from the mission statement. Ask them to point out information that may not be clear or with which they disagree regarding their organization.

13. Ask a volunteer to mark through the information the group wants to delete or to write the information they want to include in the mission statement.

14. Have the volunteer rewrite the mission statement on another flip chart sheet and read the mission statement to the group.

NOTE TO CO-FACILITATOR:

This process should continue until the desired mission statement is completed to each group's satisfaction.

Summary

In this session, you developed or revised the written purpose or mission statement of your organization that indicated who you are, your values and beliefs, what you want to accomplish, whom you want to serve and where you desire to serve people.

Once the final draft of the written mission statement is completed, it should be placed where it is visible to serve as a guide for members, potential partners and community leaders involved in your organization. This can be a constant reminder of what your organization is about, its values and beliefs, what you want to accomplish, and whom and where you want to serve.

5. Think of ways to use the mission to build an effective organization.

Purpose

The written purpose or mission statement you developed can be used to promote your organization. It can help you seek the involvement of others, such as community citizens, local leaders, agencies and institutions that may have something in common with your organization. The mission statement can help you communicate what your organization is about and what it seeks to accomplish as it addresses critical issues, needs and concerns in the communities that you serve.

STRATEGIES AND MATERIALS

Strategies: small- and large-group discussions

Materials Checklist:

- prepared, written mission statement
 - Flip Chart 9 – “Ways To Use (Your Organization)’s Mission Statement”
 - flip chart, markers, tape
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Directions

1. Post three copies of Flip Chart 9 – “Ways to Use (Your Organization)’s Mission Statement.”

WAYS TO USE (YOUR ORGANIZATION)’S MISSION STATEMENT

Flip Chart 9

2. Say to the group:

The mission statement is an extremely important planning tool for the organization. Reflecting on the mission throughout the planning process will enable you to make decisions about the purpose of your organization. The mission statement can be used to focus and guide the decision-making as the organization decides how it wants to become involved in the areas you want to serve. It can keep your organization from becoming distracted as you decide on the programs and services you want to develop in communities.

3. Divide the group into three smaller groups by organization and ask the groups to record their responses on their copy of Flip Chart 9.

4. Ask Group 1 to discuss:

- **How can your mission statement be used to help you build a strong organization?**

5. Ask Group 2 to discuss:

- **How can your mission statement be used to help you plan for your organization?**

6. Ask Group 3 to discuss:

- **How can your mission statement provide direction and help you be focused as an organization?**

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7. Ask each group to report its responses to the larger group and allow for questions and discussion.

Summary

We have just discussed ways to use the mission statement that you clarified or developed in this session. You will want to consider these uses of your mission statement as you reflect on the structure of your organization. They will help determine if you need a different type of structure to carry out the mission of your organization.

Follow-Through

Making your mission statement come alive by sharing it in the community

Purpose

The purpose of this Follow -Through is to give you encouragement to make your mission statement come alive. Remember, your mission statement tells people why your organization exists. It explains what your organization does, for whom and where, and what values and beliefs guide its work.

Directions

1. Say this to the group:

Now that you have a mission statement, it is important for you to make it known in the communities you serve. When you explain your organization to people by stating its mission, they are able to understand the what, where, and why of your organization. You are helping them create a clear picture in their minds of your organization's purpose and why it is so important.

2. Ask the group the following questions:

- What individuals or groups in the communities that your organization serves need to know its mission?
- What opportunities can you think of for sharing the mission statement with these people and groups?

3. Ask participants to identify a few opportunities they will act upon for sharing the mission statement with others before the next session.

Closing the Session

Review

In this session, we discussed the purpose or mission of your organization. The discussion provided you with some ideas about what should be considered in a written mission statement. You also prepared a written mission statement that can be used as a constant reminder about what your organization is about, its values and beliefs, what you want to accomplish, and whom and where you want to serve.

Preview

In the next session, we will discuss the structure and type of organization you joined or formed after COMMUNITY VOICES.

Tool Kits

Tool Kit 1.1

MISSION STATEMENT OF THE VOICES OF PEOPLE

The Voices of People believes that elderly citizens have the ability to live in their homes independently. The organization will assist the elderly living in eastern Denver County in becoming actively involved in improving their health and making appropriate lifestyle changes.

VALUES CARDS

Independence	Flexibility	Learning	Change
Integrity	Advancement	Authority	Tradition
Collaboration	Communication	Perseverance	Achievement
Consensus	Competition	Power	Community

Open Access	Stability	Respect	Open-Mindedness
Efficiency	Helping	Responsibility	Effectiveness
Quality	Dignity	Creativity	Excellence
Teamwork	Fairness	Courage	Empowerment

THE MISSION OF YOUR ORGANIZATION

The _____
(1) Who you are

(2) Your values and beliefs

(3) What you want to do and accomplish

(4) Who you will serve

**(5) Where (i.e., communities/counties)
you want to serve**