

BETTER THAN MARVELOUS

MISSION STATEMENT DISCOVERY WORKSHEET

Your nonprofit's mission should answer 3 questions:

1. **Who do you serve?**
2. **What do you do?**
3. **Why does it matter?**

Use this worksheet to clarify your mission



STEP 1. DEFINE THE CORE PROBLEM

What issue inspired you to create (or think about creating) your nonprofit?



STEP 2. IDENTIFY WHO YOU SERVE

Who are the people (or communities, animals, or causes) you want to help?



STEP 3. CLARIFY YOUR APPROACH

How will you meet the need? What programs, services, or resources do you provide?



STEP 4. DEFINE THE IMPACT

What positive change will happen because of your work?



STEP 5. PUT IT ALL TOGETHER

Use this formula to draft your mission statement:

Our mission is to [do what/how] for [who] so that [impact].

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STEP 6. REFINE FOR CLARITY

Is it 1-2 sentences?

Does it clearly explain who, what, and why?

Would a volunteer, donor, or partner understand it right away?

EXAMPLE MISSION STATEMENTS

Our mission is to provide meals for children in low-income families so they can grow, learn, and thrive.

Our mission is to inspire creativity in underserved youth by offering free access to arts education and mentorship.

Our mission is to create joyful birthday experiences for children in need so they feel celebrated, valued, and inspired to dream big.

Pro Tip: Once you have a draft, say it out loud to a friend or family member. If they immediately “get it,” you’re on the right track.