



**BUILD A SOLID BASE
FOR YOUR NONPROFIT**

STEP 2

**Vision, Mission,
Value Statement**

WORKSHEET



Your Vision, Mission, Values in one statement

Do it together

This worksheet consists of questions and tasks. Answer the questions individually first and then share with your team. Then move to the tasks when they appear in the worksheet. Make sure you develop texts that the whole team feels good about. Afterwards, validate the texts with your community.

Values

Values are what drives you in work and life. But your nonprofit also has values, that are aligned with the vision and mission it aspires to. Your nonprofit must act in line with its values in all its work and relations, including with staff, to be credible in what it strives to achieve.

Future you want to work for

The vision of your nonprofit is the desired future you want to work for. What does that look like? Some nonprofits start with 'we believe' and describe an ideal situation they believe to be 'right'. However you start, key is to dream big for your vision. Your vision is therefore something that you cannot achieve alone.

How you will work for the future

The mission of your nonprofit is how you will work towards contributing to your vision. What will you do to make the vision a reality? How will you do that? What approach, angle, perspective, tool, etc. will you use?

VALIDATE & WRITE UP

After individual brainstorming and work and group discussions, make sure you write up your vision, mission and value statement. Look at examples from local organizations and from abroad ones. Validate your vision, mission, value statement with the people you intend to serve. Use their words so they can *feel* you are working for them when they hear you speak about your vision and mission and values.



Vision, Mission, Values Worksheet

What drives you in life and work? What values or principles are important to you in how you live your life and do your work?

learning
variety respect
right to be yourself
self-determination
right to education
helping
singing

Ask the others for their values. Collect all values and visualize these in a word cloud. The bigger the word in a word cloud the more often it is mentioned.



The example was made using the Monkeylearn word cloud generator.

Check out this blog for an overview of word cloud generators and a video how to use MonkeyLearn:

<https://monkeylearn.com/blog/word-cloud-generator/>

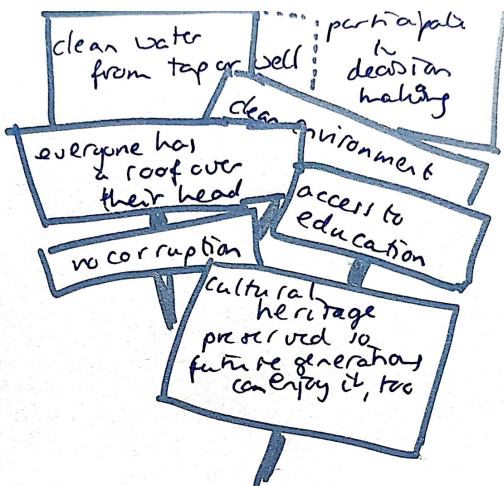


Vision, Mission, Values Worksheet

Think about the community (issue) you intend to serve with your nonprofit. What does the ideal situation of this community (or issue) look like? Be as concrete as possible.



If it is hard for you to 'see' the ideal situation, try to think of: what would you like to see changed? Why do you want to set up your nonprofit? What will it make better? What does this 'better' look like?



Vision

What is a vision?

A vision is a short text describing how you want your community to be in the future, say, 20 years from now. What do you like to see? Focus on changes you want to see compared to how things are now. The vision speaks about the **desired future** you want to work for.

A good vision statement is short and easy to say out loud. It inspires your team and your community. It is challenging but does not seem undoable even though it is something your nonprofit cannot achieve by itself.

YOUR TASK

Ask everyone to write down a vision statement based on the answers to the questions you discussed. No more than one or two short paragraphs.

Put all of these on a wall (in your office or if you need to do this online, you can use a tool like [padlet](#)).

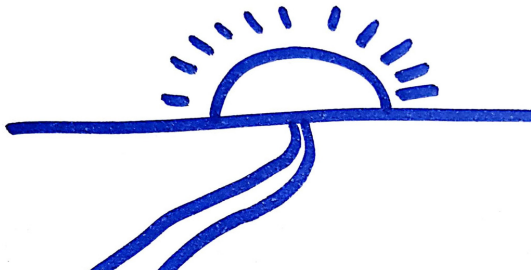
Look at them carefully. Ask everyone to mark what they like in each vision.

Then write a joint statement using these ingredients. See if that makes sense. Adjust if needed until you are satisfied.

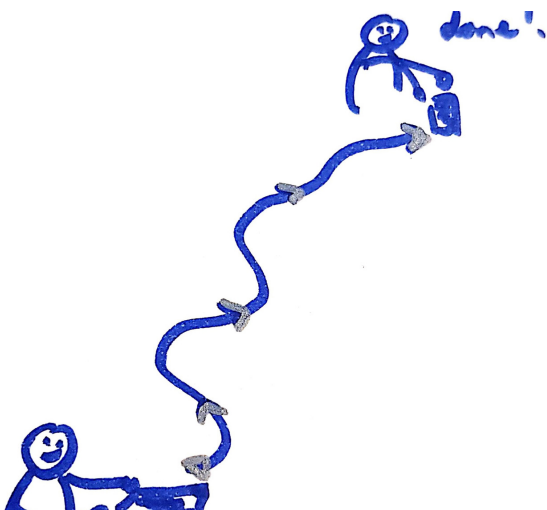


Vision, Mission, Values Worksheet

Think about your vision. What could your nonprofit contribute to achieving this? What could be your 'part' of the vision to work for?



What approach or focus could your nonprofit have in its work towards achieving the vision?



Mission

What is a mission?

A mission is a text describing *how* your nonprofit will work towards the vision. What is your niche? What unique approach or focus will your nonprofit have in working for the vision? It answers the question: what can we do to make the vision a reality for our community?

A good mission statement is short and easy to understand. It speaks about the community you serve (your target group), what you do (your service or product) and what makes your nonprofit special.

YOUR TASK

Ask everyone to write down a mission statement based on the answers to the questions you discussed. No more than two or three short paragraphs.

Put all of these on a wall (in your office or if you need to do this online, you can use a tool like [padlet](#)).

Look at them carefully. Ask everyone to mark what they like in each mission statement.

Then write a joint statement using these ingredients. See if that makes sense. Adjust if needed until you are satisfied.



Vision, Mission, Values Worksheet

What values or principles are relevant to your vision and mission?



**EQUALITY &
SOCIAL JUSTICE**



**RESPONSIBL
CITIZENSHIP**

Look at your word cloud (see *question 2*). Do you want to add values to this collection of individual values so that it becomes an overview of values for your nonprofit? Are there values that need to get more weight, based on their importance for your vision and mission? Make a new word cloud.



Values

What about values?

Values are principles or concepts that are important to you personally and/or to your vision, mission and organization. They can be general or abstract, for instance: respect or honesty. Or they can be very much related to the work, such as: access to justice, clean air, the polluter pays. They can be related to things (air), issues (justice) or people (respect).

Values speak to what guides your work on a daily basis. It helps others, like the community you serve and your funding partners, see what you stand for and how you practice what you preach.

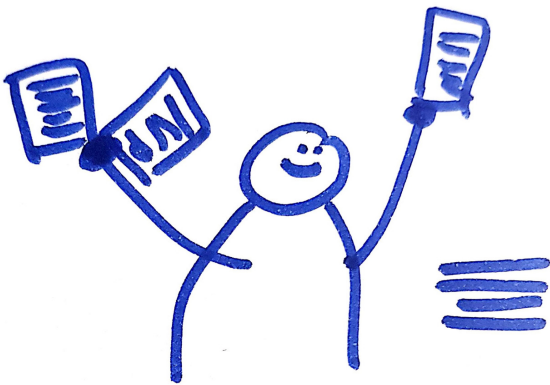
YOUR TASK

Let everyone make a short text out of the word cloud with values (see previous page). Put these on a wall (in your office or if you need to do this online, you can use a tool like [padlet](#)). Ask everyone to mark what they like in each value statement. Write a joint text using these ingredients. Adjust if needed until you are satisfied. Discuss how you can apply these values in all your work and relations, internally and externally.

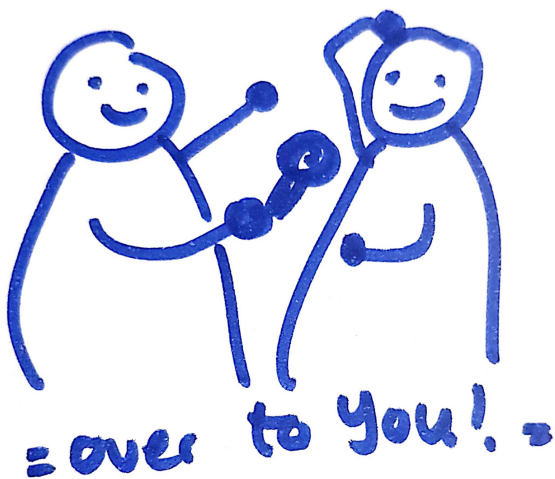


Vision, Mission, Values Worksheet

Compile your vision, mission and values in one statement. Try to find examples of a vision, mission and values of other organizations. What can you learn?



Once you feel sure about your vision, mission and value statement, go out and speak to people about it. Listen to your community, your funding partners and key stakeholders and hear what they have to say about your statement.



Validation

Why validate?

Validation is seeking input, thoughts and feedback from the people you plan to serve, your community, to check if your ideas are actually ideas that resonate with them. If you are really speaking about issues they face. Issues that are important to them. This is crucial because if you are off-track your work will not be relevant to the people you work for.

It is important to listen carefully and actively to your community as you must use words that resonate with them. They must *feel* your vision as their own.

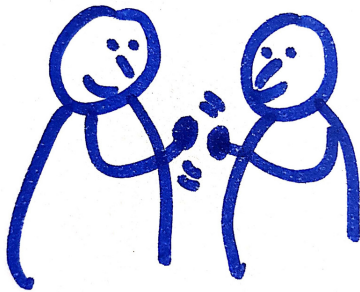
YOUR TASK

With your team, make a list of key people in your community you want to validate your vision, mission, value statement with. Try to speak with, or rather: listen to, at least 10-15 people. Do this in pairs. Make sure you note (or record) their words as exactly as possible. Sit together with your team and see what needs adjusting in your statement to be recognizable to your community. Adjust. Then share again with your community to check you got it right. Adjust as needed.



Vision, Mission, Values Worksheet

After validating, make a new version of your vision, mission and value statement and share it on your website and social media, if you have these.



You now have your validated vision, mission and value statement and it is published! This is also an important ingredient for most Constitutions (statutes, articles of association), which you will need to have to register your nonprofit. You are well on your way now! Don't forget to celebrate this milestone!



Examples

Learn from others

It is always useful to ask people around you to share good (or bad) examples with you. Or use Google.

Here are some examples of mostly European nonprofits to give you some food for thought. They are not you. They have existed for a longer time, and are bigger than you are now. No matter. They can inspire you. And one day you will inspire them!

[Free Press Unlimited](#)

[The Broker Online](#)

[Milieukontakt Albania](#)

[HIVOS](#)

[Picum](#)

[Commission on Human Rights, Philippines](#)

YOUR TASK

Collect at least five examples of vision, mission and values of other organizations, in your country or from abroad. Look at them. What strikes you? What can you learn from them? What do you like about them? Can you apply that, too?



VISION, MISSION, VALUES ...

checklist questions

**DID YOU AGREE ON A
VISION?**

**DID YOU AGREE ON A
MISSION?**

**DID YOU AGREE ON YOUR
VALUES?**

**HAVE YOU WRITTEN ALL
THIS DOWN?**

**DID YOU VALIDATE
YOUR STATEMENT?**