



A NONPROFIT’S MISSION STATEMENT COMMUNICATES THE PURPOSE OF THE ORGANIZATION; it describes the social sector need that is being met and what the organization is doing to meet that need. A mission statement also should set the stage for helping to develop fundraising strategies, and to help sustain the public’s support and confidence.

Board members (and staff) should be periodically assessing the organization’s mission statement and updating it as necessary to avoid misalignment of the organization’s purpose. It should inspire, compel, and encourage those you serve! But this can be harder than it sounds. Even though every nonprofit has a mission statement, many don’t inspire involvement and keep board and staff members motivated.

BoardSource recommends keeping in mind these nine characteristics of compelling mission statements when creating or revising your mission statement. Make sure yours is a ‘mission to remember.’