

Thoughts on Vision Statements and Mission Statements

A group can spend hours and hours working on these statements so sometimes it helps to have some guidelines in place. And remember, you can always review them from time to time and adjust them when necessary.

A **VISION** statement is a big, broad, bold statement about how you hope you will impact your neighborhood and community.

A **MISSION** statement is a clear step-by-step instruction manual on **HOW** you are going to accomplish that vision – it is your strategy.

Your mission should include:

1. What do we do?
2. How do we do it?
3. Whom do we do it for?
4. What value are we bringing?

So using the Frederick Douglass Neighborhood Association as an example (and these are the “Purpose” paragraphs in the Operating Principles):

VISION STATEMENT:

We believe that everyone deserves to live in a beautiful and vibrant neighborhood. We are an all-volunteer group of citizens who live, work and worship in the area around Douglass Avenue. We honor the legacy of Frederick Douglass and the threads in his life that are woven today within the diversity of our city through community education, engagement and the arts.

MISSION STATEMENT

Together, we work to enrich our neighborhood by :

- Encouraging the beautification of our neighborhood through the arts and maintenance of the privately owned land currently used as a garden on Douglass Avenue;
- Building appreciation for the history of Frederick Douglass, the Underground Railroad, and the connection of that history to the Brockton community of today;
- Organizing social gatherings to build community;
- Supporting local businesses by contributing to economic initiatives;
- Serving as a forum and a facilitator for neighbors to convene on shared topics of concern to the area.