

Marketing

Mission Statements

Unlike a vision statement, which describes the ultimate dream of your Venture, a mission statement should say what the Venture does and what goals it's working to accomplish. A mission statement can also set the direction, tone, and framework for the team. A mission statement should:

- Answer the question, "Why do we exist?"
- State broad goals and explain what your Venture hopes to achieve.
- Explain the Venture's essential nature and what it values.
- Be general enough to adapt to changing needs and circumstances.
- Be concise, typically 1-5 sentences long.
- Inspire commitment, innovation, and courage.
- Be a statement you intend to share with the public.

Brainstorm about your mission statement.

If you are having trouble writing a mission statement for your Venture, get together as a group and brainstorm. Here are a few questions your Venture team can ask each other:

- What opportunities, needs, or problems does our Venture Team address?
- What is our Venture Team going to do to address these needs?
- What principles and beliefs guide our Venture Team's work?
- Where do we want our Venture to be in five years?

Start noticing mission statements.

It may be helpful to look at mission statements from businesses and nonprofit organizations. A quick visit to a company's website usually reveals their mission statement. Here are some actual examples of mission statements:

Nike: To bring inspiration and innovation to every athlete* in the world. *If you have a body, then you are an athlete.

Red Cross: The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies.

Boys and Girls Club: The Boys and Girls Clubs of Greater Fort Worth provides enriching programs in safe facilities for youth from disadvantaged

circumstances to develop the qualities needed to become responsible citizens.

Ben and Jerry's: To make, distribute & sell the finest quality all natural ice cream & euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the earth and the environment.

American Youth Understanding Diabetes Abroad (AYUDA)*: AYUDA strives to raise awareness of and promote sustainable development for diabetes communities throughout the Americas by using youth as agents for change. *Youth Venture Team.