

# Mission vs. Vision for Nonprofits

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# Introduction

Every nonprofit organization should have a mission statement and a vision statement.

# Mission Statement

The mission statement should be a succinct description of the basic purpose of the organization, including the nature of the work to be carried out, the reason it exists, and the clients and constituencies it is designed to serve.

# Mission Statement

Purposes:

- a core document guiding basic decision-making for the organization
- provide the organization's board and staff with a useful short description of the organization („outside“)
- serve as a way to focus all of your organization's staff and board on the primary reason for the organization's existence („inside“)

# Mission Statement

Usually two parts:

- The first part is often referred to as the “umbrella,” a short overview of the purpose of the organization
- A second part of the mission statement, which many, including myself, consider to be optional, provides further detail.

Please find examples for Mission Statements / Visions at the end of the document.

# Vision Statement

The vision statement is related to, but clearly different from, the mission statement. Its purpose is to convey the ideal future of the organization—what it hopes to become in the eyes of its board, staff, and stakeholders.

# Vision Statement

Purposes:

- inspire those in the organization to achieve goals
- help frame decisions made by the organization in the context of achieving these goals

# Vision Statement

May contain:

- organization's place in society
- its intended growth, its use of new technology, quality improvement, its reputation in the community,
- how the public perceives the organization's effectiveness and efficiency
- ...



# Synopsis

## Mission Statement

- why you exist

## Vision Statement

- desired end state: What will the future look like as we fulfill our mission? What will be different?

# Synopsis

The strategy then describes how we are going to achieve the goals stated in both Mission and Vision statement.

# Examples

Oxfam

Vision:

- A just world without poverty.

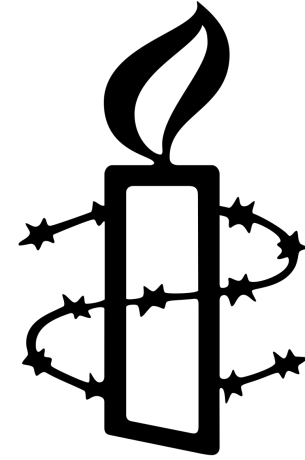
Mission:

- To create lasting solutions to poverty, hunger, and social injustice



# Examples

Amnesty International



Vision:

- Amnesty International's vision is of a world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments

Mission:

- To undertake research and action focused on preventing and ending grave abuses of these rights.

# Examples

San Diego Zoo



Vision:

- To become a world leader at connecting people to wildlife and conservation.

Mission:

- is a conservation, education, and recreation organization dedicated to the reproduction, protection, and exhibition of animals, plants, and their habitats.

# Further reading

Mission and Vision Statements--Chapter 5 of The Nonprofit Handbook, 6th Edition

<http://www.socialworker.com/nonprofit/management/mission-and-vision-statements/>

50 Example Mission Statements

30 Example Vision Statements

<https://topnonprofits.com/examples/nonprofit-mission-statements/>

<https://topnonprofits.com/examples/vision-statements/>

A worksheet that helps create:

<https://topnonprofits.com/wp-content/uploads/2012/09/Mission-Vision-Worksheet.pdf>

A For-Profit point of view:

<http://www.lead-conduct.de/2014/07/13/mission-statement-und-vision-statement/>

Wirtschaftslexikon:

<http://wirtschaftslexikon.gabler.de/Definition/npo-leitbild.html>