



FACT SHEET #2

Mission Statement

The Importance of Mission

Your mission statement elicits emotions and builds trust and respect. People use logic to examine facts. They make decisions, however, based on emotions. To join or not to join, to renew or not to renew, to volunteer or not to volunteer are all choices based on emotions. Your mission is a rallying cry to unite the association in one common purpose.

Review Your Mission Statement

Review your mission statement with your board and leaders. Is it a strong statement that reflects who you are, what you do and why? Is it inspiring? Are you inspired? What are our thoughts about your current statement?

YOUR MISSION STATEMENT

Your mission statement defines what you do, why you do it, and the value you bring to members and the community.

It is the core purpose and fundamental reason for being.

It is focused on the here and now.

Guidelines for Crafting a Mission Statement

If you would like to create or strengthen your mission statement, here are a few guidelines to get started. Discuss these questions with your leaders and brainstorm for the best words and phrases for your mission statement:

- What does your REA want to achieve, do or become?
- Why is that important?
- What are the specific actions you use to get there?

A mission statement template you could utilize is:

TEMPLATE MISSION STATEMENT

Our mission is to (what you want to achieve, do or become) ...
(reasons why it is important) ... by... (specific actions to get there.)

An example is NRTA's newly revised mission statement:

NRTA MISSION STATEMENT

NRTA creates real possibilities to strengthen America's working and retired education community by protecting their financial security and fostering collaboration and volunteerism.

When you are confident in your mission, start using it regularly! Declare what your REA stands for during board meetings, trainings and community events; and encourage your local units to embrace the language, too.