



## FACT SHEET #3

### Vision Statement

#### **The Importance of Vision**

Your vision statement is the inspiration for the future and your strategic planning. It answers the questions, "What is it that we want for retired educators? In a perfect world, what would life look like for retired educators?"

#### **Review Your Vision Statement**

Review your vision statement with your board and leaders. Is it a statement reflecting an inspiring future for retired educators?

### YOUR VISION STATEMENT

Your vision statement is the future you envision for your members and the community. It is aspirational and forward-looking.

It describes what the world would look like when you achieve your mission.

## Guidelines for Crafting a Vision Statement

If you would like to create or strengthen your vision statement, here are some guidelines.

- Your vision statement is a concise (one sentence) description of the future you wish to create.
- It is a bold, powerful declaration.

Discuss this question with your leaders: What future are we creating for our members and all retired educators? Brainstorm for the best words and phrases for your vision statement. A vision statement template you could utilize is:

### TEMPLATE VISION STATEMENT

Our vision is for all retired educators to ... (what future do you want to create for retired educators? In a perfect world, what would life look like for retired educators?)

An example REA vision statement:

### REA VISION STATEMENTS

“Our vision is for every retired educator to live in dignity.”

“Our vision is for every retired educator to receive their full benefit package for life.”