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.”