



Writing Mission, Vision and Value Statements

There are many ways the work can be done, including the models listed below, so choose an approach that fits into your framework (e.g., logic models, theory of change models, etc.).

First, develop a **mission statement**. It should be a one-sentence statement description of why this group of stakeholders is being convened, including specific aims and goals. It should include the:

Focus of the work: _____

Broad methods you plan to use: _____

Target population: _____

Value of the work for the community: _____

After you break out each component above, use the space below to put together your complete **mission statement**, using that information:

Next, develop a **vision statement**. The vision statement is a one-sentence aspirational description of the long-term effects that will result from your work. It should answer questions such as:

What needs to be changed to enhance the livability of your community, to create a community that is truly age-friendly?

Why is it important for these issues to be addressed?

What is your three- to five-year goal?

How will you know the 10-year goal has been reached?

Once you have answered those questions, use the answers to create a **vision statement** that conveys these aspirations in the space below:

1 _____

2 _____

3 _____

Next up, it's time to develop **value statements**. Value statements are each one sentence, and they detail the core values that you believe should guide the age-friendly work.

1 _____

2 _____

3 _____

Now, compile all of your team's statements below.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

