

WORKSHEET: How to Write Your Nonprofit One-Sentence Mission Statement

THANK YOU for downloading this PDF resource, which is a worksheet to accompany our [blog post on How to Write Your Nonprofit One Sentence Mission Statement](#).

YOUR TAKEAWAY: Complete each of the following steps which will help you distill the most important elements of your mission statement into one sentence.

The resulting One-Sentence Mission Statement, also known as your “Elevator Pitch” turns into a powerful tool to help you attract the right people to your cause!

When people ask “What do you do?” or “What is your nonprofit all about?” this is the **FIRST** thing you should say. They will let you know right away if they want to hear more, and this statement is designed to make your cause **irresistible** to the right person!

1. Step One is to generate ideas that will provide the right words to form your “One-Sentence Mission Statement”.

Answer the following questions as specifically as possible, and don't be afraid to brainstorm - there's no “right answer.”

A. What **problems** is my nonprofit out to solve?

B. What **specific solutions** is my nonprofit intending to implement?

C. Close your eyes, and visualize by fast-forwarding 5 years into the future...and congratulations, you've been wildly successful! What **tangible results** have we achieved, and how does the world now look different?

2. STEP TWO: Take the answers of the previous 3 questions and ask yourself how they can be expressed in one sentence using the following One Sentence Nonprofit Mission Statement Formula:

“We help _____ (the community you serve)
by providing _____ (your nonprofit’s activity or service)
so they experience _____ (the result you aim to
achieve).”

Want to go big and cast the vision about why this is important? Just add...

“so that _____
(describe how the world will look different)”.

PRACTICE

(Now try it below with some different combinations of the descriptive words you came up with in the earlier part of the exercise!)
