

Worksheet

How to Write Your Nonprofit One-Sentence Mission Statement



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!)

We hope this exercise has helped you craft a powerful, precise, and VERY portable nonprofit mission statement that you LOVE! This is what EVERYONE in your organization should have at the ready when someone asks "what do you do?" We know how important your mission statement is to the IRS 501(c)3 application and to attract the support you need, which is why we work with our clients 1-on-1 help craft their mission statement as part of our 501(c)3 formation packages.

If you'd like our help and are ready to get started, you can sign up here.

If you have questions about our 501(c)3 service, book a no-cost consult here.



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Let's be real: starting a nonprofit comes with a mountain of "what now?" moments.

This template is just the tip of the iceberg. If you've ever wondered:

"How do I run a board meeting that doesn't suck?"

"What goes in a one-page nonprofit business plan?"

"How do I raise \$12K fast... legally?"

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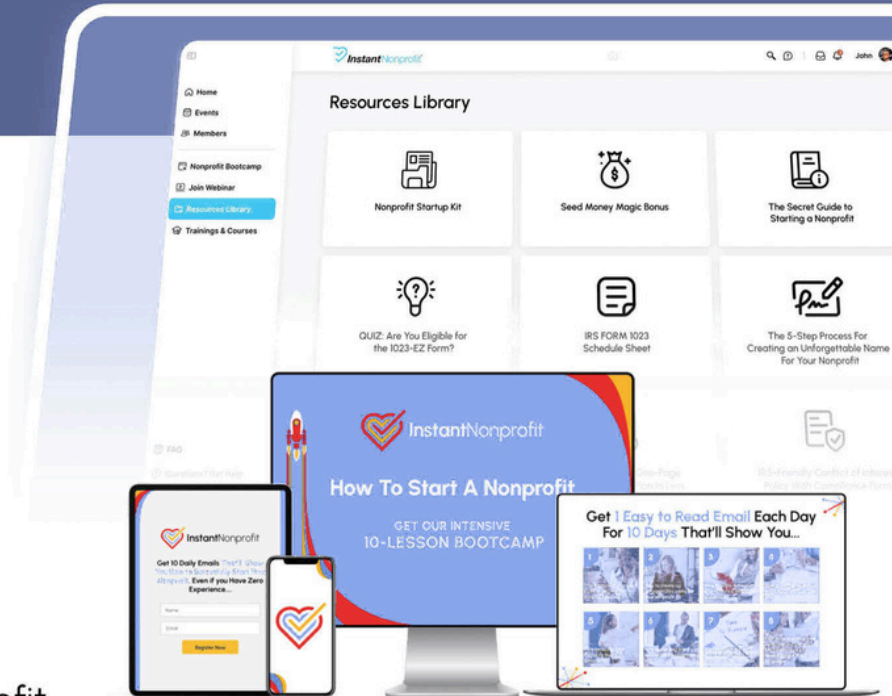
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