

An interactive guide to create three statements that are essential for a resilient organization.

WORKSHEET BENEFITS

Strong MV&V statements will:

- attract volunteers and donations
- provide a leg up when applying for grants
- guide decision making
- motivate staff and volunteers

OUTCOMES

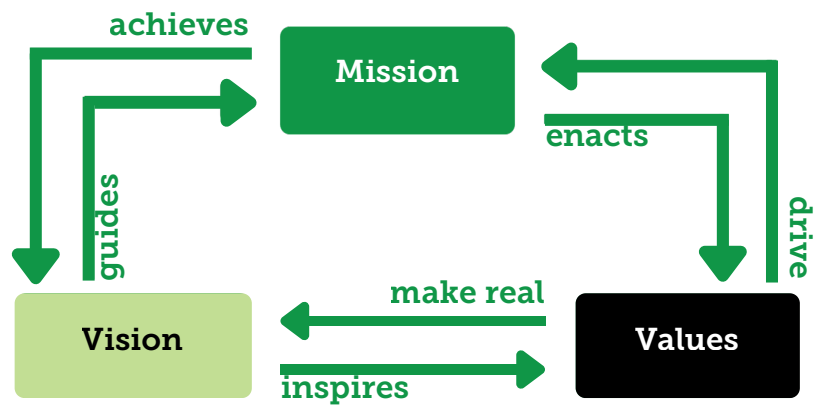
- understand mission, vision, & values
- create shareable statements
- be inspired to implement your statements

DEFINITIONS

Mission: What your organization does and plans to do in their day-to-day operations.

Vision: Your organization's goal for the future and a plan to get there.

Values: A set of beliefs and principles that guide your organization's work.



These statements are deeply interconnected and influence one another in a variety of ways.

NEXT STEPS

Get started on the interactive worksheets on the following pages! Use scratch paper or our Digital Note Sheet if you need more workspace (email your Network Relations Representative for a copy). Have fun and get creative. Once you're done, the grey box below provides additional guidance moving forward.

SEEK INPUT

Start a dialogue with your board, staff, volunteers, and guests. They will add a much-needed perspective, to guide these statements.

SHARE

Display your statements physically in your space, send them out in an email, post them on your website or social media. Encourage feedback.

REVIEW

Investigate your practices and procedures. Are you living up to your MVV? Rewrite and rework as needed.

FOLLOW THROUGH

Train new members on these principles. Regularly recognize those who uphold your MVV and check in with those who are struggling to meet your standards.



MORE RESOURCES

For additional tools to strengthen your organization, scan the QR code or search the URL. Email your Network Relations Representative with any questions.

www.ctfoodshare.org/grants-and-other-resources

Mission

A strong mission statement guides organizational practice and summarizes the work you do.

STEP 1. THE BASICS

What does your organization do? Write the first thing that comes to mind, we'll dive deeper next.

STEP 2. EXPAND & EXPLORE

Examine every word you wrote above; can you be more specific? Think for who, what, when, where, and how? Add in synonyms, new ideas, or anything else that comes to mind. Challenge yourself to fill the entire box or grab another piece of paper!

for who -

what -

when -

where -

how -

All done? Go back in and make a mess! Highlight, underline, circle, and connect ideas. Doodle if you want to! This is a valuable opportunity to process your thoughts.

STEP 3. HONE IT BACK IN

Look at the beautiful jumble you've created! Take a minute or two to reflect, it's time for a balancing act. Take all of those exciting ideas and sharpen them into 1-3 sentences. Bring it back to the original question, what does your organization do? Test your ideas out loud, see how they sound!

Congrats! You've created a workable mission statement! Pat yourself on the back. Let's continue on to establish two more crucial statements for an effective organization.

Vision

Your vision statement shows what you're working towards. It answers 'why' you do what you do.

STEP 1. YOUR DREAM

You know what your organization does. But why do you do it? In the charitable food system, our goal is roughly 'to end hunger in our communities.' Let's explore that. What does your community look like without hunger? In a perfect world, what happens when someone in your community is struggling to access food? Sketch, write a story, be creative!

What made the world you described different than the one today? Go back and highlight changes.

STEP 2. YOUR PLAN

Now you know where you want to go, but how will you get there? What is your organization's role in making the changes you want to see? What barriers are unique to your mission? Where do you need to collaborate with others?

STEP 3. YOUR VISION

Now, share your story of a community beyond hunger and include your organization's role in achieving this future. Craft your vision statement using a powerful 1 to 3 sentences.

There we go! You've got a workable vision statement!

 *Now is a great time to go back to your workable mission statement and put it to work!
Will the mission you wrote achieve your vision? Make edits as needed.*

Values

Your values statement establishes consistency and defines your organization's foundational ethics.

STEP 1. BRAIN DUMP

Go through all your responses on the previous two pages. Add every meaningful word or phrase to the box below. Is there anything else important to you that's missing? Add that as well. Think about your beliefs and the experience you want your guests, volunteers, staff, and donors to have.

Find common themes between the words and phrases listed. Draw lines between connecting ideas.

STEP 2. GROUP

Sort your ideas into 3-5 clusters based on those common themes. Think about how one word may contain the meanings of many others. Name each cluster with a word or short phrase. Remember, focusing on a few core values will be more impactful than spreading yourselves thin trying to do it all.

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STEP 3. COMMIT

Naming your values is important, but it doesn't mean much without a commitment to act on them. Refer to your reflections on the previous pages. How does your organization already practice your values? How do you hope to practice them? Answer in 1-2 polished sentences for each value.

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Amazing! Your values statement is built of the summaries from Step 2 and the above sentences.



Now is a great time to look back to your vision statement and examine it! Does the vision you wrote inspire you to act these values? Make edits as needed.

Now you have workable statements that summarize your organization's mission, vision, and values. For next steps and access to more resources, go to the light gray box on page one.

Example Statements

These are strong missions, visions, and values. Click each company to view their full statements.

The American Red Cross

MISSION

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

VISION

The American Red Cross, through its strong network of volunteers, donors and partners, is always there in times of need.

OUR TAKEAWAY

The mission provides a strong summary and does a great job of answering for who, what, when, and how. The vision combines their dream and plan into one elegant sentence.

Ducks Unlimited

MISSION

Ducks Unlimited conserves, restores, and manages wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people.

VISION

The vision of Ducks Unlimited is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever. DU will achieve our vision through diverse public and private partnerships to address the full range of factors that continue to erode waterfowl habitat across North America.

OUR TAKEAWAY

The mission's second sentence could be better incorporated. Great vision example. Paints a picture with words of their dream and shows they know how to make it happen.

KIF1A

MISSION

KIF1A.ORG is a global community dedicated to improving the lives of those affected by KIF1A Associated Neurological Disorder and accelerating research to find a cure.

VISION

Our goal is clear: to immediately find treatment for every individual living with KIF1A Associated Neurological Disorder. We dream of a world with an easily accessible cure for our kids with KAND.

OUR TAKEAWAY

The mission does a good job of being very specific but not being too long. The way they labeled their goal and their dream in the vision makes it easy to follow.

Patagonia

VALUES

Quality

Build the best product, provide the best service and constantly improve everything we do...

Integrity

Examine our practices openly and honestly, learn from our mistakes and meet our commitments...

Environmentalism

Protect our home planet... We work to reduce our impact, share solutions and embrace regenerative practices...

Justice

Be just, equitable and antiracist as a company and in our community... We aspire to be a company where people from all backgrounds, identities and experiences have the power to contribute and lead.

Not bound by convention

Do it our way. Our success—and much of the fun—lies in developing new ways to do things.

OUR TAKEAWAY

Patagonia does a great job showing that they know what it means to hold these values, and that they have a plan to put them into action. However, this statement is too long.

Find more examples by clicking the source articles on the next page!

Additional Resources

Schedule 1:1 support, check out the articles that informed this workbook, and share feedback!

1:1 WORKSHOP

Email your Network Relations Representative to schedule time to work through these sheets, discuss your completed worksheets, or work on other capacity building projects with a Connecticut Foodshare representative.

SOURCES

These articles informed this worksheet series and offer insight on the subject. Inclusion on this list does not indicate an endorsement for the associated products or services.

[Vision, Mission And Values: How They Differ And Why They Matter](#)

[How to Write Mission, Vision, and Values Statements - 100 Examples to Help Guide You Through the Process – Bâton Global](#)

[How to Write a Nonprofit Mission Statement \(With Examples & Worksheet\)](#)

[How To Write A Vision Statement In 4 Steps + Tips & Examples](#)

[A practical roadmap to determining your vision statement + 15 examples](#)

[How to Write an Inspiring Value Statement \(with Examples\) | Motion](#)

[How to Create a Code of Conduct that Aligns with Your Company's Morals and Behaviors](#)

BEST PRACTICE

Do you have a story to share about something your organization is doing well? We want to share it with the network! Please reach out so we can document your work. Email your Network Relations Representative to get started.

OTHER LEARNING

Do you have a request or idea for another worksheet, video, in-person lesson, or other resource? We want to serve your needs as best we can. Email your Network Relations Representative with ideas!