

VISION, MISSION, AND VALUES STATEMENTS

Examples and Templates for Nonprofits


VISION STATEMENT

A vision statement describes what success looks like for your organization in the future. It's your long-term dream—what your community looks like when your work is done.

Vision Statement Template

- What needs to be changed?
- Why should this issue be addressed?
- What are the strengths and assets in your community?
- What would success look like?

Draw a picture that depicts your vision: Use descriptive words or phrases that represent the idea, community, or environment you envision.

 Example:

“Marshall Area Stage Company will enrich, entertain and educate Southwest Minnesota!”

MISSION STATEMENT

A mission statement describes your organization's purpose—what you do, for whom, and how you do it. It connects your day-to-day work to the larger change you want to see.

Mission Statement Template

- Why do you exist? What problem or opportunity are you addressing?
- For whom do you do this work? Where do you do it?
- How do you address the problem or opportunity?

 Example:

“The Merlin Players will strive to provide professional, affordable theatre experiences to audiences throughout southeastern Minnesota.”

VALUES STATEMENT

Your values are the principles and beliefs that guide your organization's culture, operations, and decision-making. They define how you work—not just what you do.

Defining Your Organizational Values

Use the questions below as a starting point for team or board discussion:

1. What behaviors do we want to model, reward, and expect—internally and externally?
2. When we've made our best decisions, what values were reflected in those moments?
3. What are we *not* willing to compromise on, even if it costs us funding or partners?
4. How do we want people to feel when they interact with our organization?
5. Which values do we want to define our team culture and community impact?

Values Statement Template

List 3–7 core values your organization will commit to practicing. These should be more than buzzwords—add a short phrase to describe what each one means in practice.

 Examples:

- Integrity – We do what's right, even when it's hard.
- Equity – We work to dismantle systemic barriers and center those most impacted.
- Collaboration – We believe lasting change happens through shared effort.

Putting It All Together

Vision = Your dream of the future

Mission = What you do to get there

Values = The way you'll do the work

When you align all three, you have a strong ethical compass to guide your organization's growth, decisions, and impact.