

# Mission Statement Assessment

## My next steps to advocate (CONFIDENTIAL)

1. Write your agency's mission statement below from memory. (Now, cheat if you have to!)

*Work with a partner at your table. Assess your agency's mission statement above. In your opinion:*

2. Does it describe what your agency is in business to accomplish?

Does it define what success is?

☐ Yes!

☐ Yes

☐ No

☐ No!

3. Is it concise?

☐ Yes!

☐ Yes

☐ No

☐ No!

4. Is it compelling?

☐ Yes!

☐ Yes

☐ No

☐ No!

5. How concrete is it?

a. Does it describe your specific target population?

☐ Yes!

☐ Yes

☐ No

☐ No!

b. Does it describe the outcome they will achieve?

☐ Yes!

☐ Yes

☐ No

☐ No!

6. Is it clear?

☐ Yes!

☐ Yes

☐ No

☐ No!

**Total score** (Add all responses above, top score is 24.): \_\_\_\_\_

7. What ideas do you have about how to improve it? Write your draft mission statement here, which:

- Describes why your agency is in business, what success is
- Describes who is your target population and the outcome you'll help them achieve
- Is clear, compelling, concrete, and concise

*Prepared by Ellen Bass. Black Ministerial Alliance's Capacity Tank. You may use and adapt this under a Creative Commons Attribution-ShareAlike 3.0 Unported License.*