

Section 2.2 Activities

Activity 2.2.1 Exploring Your Organisation's Vision and Mission

Does your organisation have a vision and/or mission statement?

YES NO

If no, develop a vision and mission statement with your team (see Activity below).
If yes, write your organisation's vision and/or mission statement here.

Does your vision and/or mission statement say what your organisation believes in
and why your organisation exists?

YES NO

Ask the questions below to review your organisation's vision and mission statements to
assess their relevance.

Is the problem we set out to solve still a problem?

YES NO

Does your organisation's vision and mission statements reflect the community's
needs? Look at [Identifying Needs \(p11\)](#) to inform your answer.

YES NO

Are your vision and mission statements and strategic plans still relevant?

YES NO

If no, briefly outline the reasons why.

If yes, briefly outline how your vision and mission statement reflect your
community's needs.

Does our mission statement reflect the priorities of potential funding partners?

YES NO

Consider potential partners identified in [Funding Sources \(p107\)](#) and [Building Relationships \(p123\)](#).

Activity 2.2.2 An 8 Word Mission Statement

Create a unique mission statement for your organisation which clearly defines your organisation's purpose by answering the questions below.

What do you do?

How do you do it?

Who are your clients?

Where are you going?

What community need does your organisation provide for?

What can you do for your clients that will enrich their lives and contribute to their success?

If you could measure only one thing, what would it be?

Use a verb, target population, and a measurable outcome to develop an eight word mission statement.

Activity 2.2.3 Developing and Reviewing Your Strategic Plan in 20 Questions

Involve senior staff, Board Members, and management in developing a strategic plan for your organisation.

If you are a smaller organisation or have a large volunteer workforce, involve junior staff or volunteers in this process. See [Funding Development Team \(p95\)](#) for ideas about how to involve junior staff and volunteers.

Activity 2.2.3 Developing and Reviewing Your Strategic Plan in 20 Questions (cont.)

If your organisation already has a strategic plan, review it using the checklist below.

Does your organisation have a strategic plan?

If yes, review your strategic plan. If no, develop a strategic plan. Answer the questions below when developing and/or reviewing your strategic plan.

1. Who are our consumers?
2. What do they value?
3. What has been the outcome of our work?
4. What is our unique contribution to the community
— why does this matter and to whom?
5. What is happening in the world outside our organisation? What are the implications for the work that we do and might do, and how we do it?
6. What needs are being met, and who is meeting these needs?
7. What needs are not being met?
8. Do we have the capability to respond to any of these needs?
9. How do we cooperate and collaborate with other organisations?

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Activity 2.2.3 Developing and Reviewing Your Strategic Plan in 20 Questions (cont.)

10. Could we build alliances and collaborate to meet the community's and/or our organisational needs?

11. What do we want to achieve? What is our vision for the future?

12. Will we change who we are?

13. What will we need to do to achieve our vision and outcomes?

14. Who will be our collaborators?

15. How will we move from where we are today? What are our strategies? What services and programs will we offer? What organisational development is required?

16. Who will do what and in what time frames?

17. How will we recognise when we have achieved it?

18. How will we measure success?

19. How much will all this cost, and how will we finance our endeavours?

20. How will we ensure that we are accountable?