



## Mission (purpose) and vision statement tips

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One of the most important volunteer recruitment strategies for organisations is to have a strong mission and/or vision statement. This will enable the organisation to share and explain its **purpose**.

### Mission and vision statements

Mission statement	Vision statement
Describes what the organisation does - its purpose and overall intent.	Outlines what the organisation would like to achieve or accomplish in the future (long term)

### Example:

Our mission: Enabling people to offer their skills and time to build stronger, more active communities.

Our vision: Building strong communities through volunteering.

### Some tips to create statements:

- Work with others in your organisation to get feedback and brainstorm possible mission statement ideas
- Keep it short and simple
- Use words that show others what your organisation is about – who you are, your goals, and why you do the work you do
- Review and change your statement as your organisation grows
- Use your mission/vision statement in your marketing, communications and attracting volunteers