

# Writing a Mission Statement

## Why have a mission statement?

Mission statements are important because they steer the club in it's action. A good mission statement addressing the goals and philosophy of the GSA, and talks about the work the group does. Having a well-written mission statement informs others of what the GSA is all about, and why they should get involved.

- 1. INVITE INPUT.** An effective mission statement is best developed with ideas from all members of your group.
- 2. KEEP IT CONCISE.** Two or three focused sentences are ideal.
- 3. EXAMINE OTHER MISSION STATEMENTS TO GET IDEAS FOR YOUR OWN.** Simply copying other groups' statements, however, probably won't accurately reflect what your group is about.
- 4. TAKE YOUR TIME.** Effective mission statements usually take a while to develop. Revisiting your mission statement drafts during a couple of meetings allows for additional input and final editing.
- 5. SHARE YOUR MISSION STATEMENT WIDELY.** Distribute copies to everyone in your group. Consider posting copies around your school, having it published in the school newspaper, submitting it to your school's administration, printing it for your group archives, and including it in your group' published materials (flyers, posters, websites, facebook, etc.)