

WRITING A MISSION STATEMENT

A mission statement should tell others why the GSA exists and what makes it different from any other student group. A good mission statement addresses the goals and philosophy of the GSA, and talks about the work the group does.

Here are some tips and tricks for writing an awesome mission statement!

- 1. INVITE INPUT.** An effective mission statement is best when it is created by all members of the GSA! Make sure everyone has a chance to give input.
- 2. KEEP IT SHORT & SWEET.** Two or three focused sentences is an ideal length for a powerful mission statement.
- 3. TAKE YOUR TIME.** Great mission statements take time to develop, and require a couple drafts. Revisit the mission statement whenever you have new members join the group.
- 4. 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, and printing it for your group archives, Mission statements are meant to be kept a secret!