



**FAIR TRADE  
TOWNS USA**

# Forming a Mission Statement

## *Defining Principles and Values of your Campaign*

What principles and values guide your town campaign? These are generally called mission statements, and it's ideal to form a mission statement in the early stages of your campaign. Be sure to revise it though every time you feel like your campaign needs a take on a new direction or focus. There are many styles and techniques out there, but here are few suggestions in formulating your mission statement:

1. Bring in many perspectives – collect as many ideas that you can about the perception of your campaign.
2. Define the following:
  - a. **Who** your organization is
  - b. **What** your organization is dedicated to
  - c. **How** – What is your quality or service
  - d. **For** – To whom are you dedicated
  - e. **Where** – Are you serving
  - f. **Why** – Who benefits from what you do
3. Set up a small committee to go through the ideas you have collected and incorporate them into your campaigns mission statement.
4. **Write short and only what you need** “. . . Short enough to remember and easily communicate. Strong enough to inspire.”
5. Give the mission statement high visibility; post it in the lobby and the halls of central places that support your campaign. People will see it every day and be reminded of what their work means.
6. **Review your mission statement frequently.**

**A straightforward boiler plate mission statement is** “The mission of [Organization Name] is to [verb] the [population served] of [location] through [core service].”

### **Your mission's statement should:**

1. Express the organizations purpose in a way that inspires support and ongoing commitment.
2. Motivate those who are connected to the organization
3. Be articulated in a way this is convincing and easy to grasp
4. Use proactive verbs to describe what you are doing
5. Be free of jargon
6. Be short enough for those connected to the organization to easily repeat