



## Developing Mission and Vision Statements

Most organizations have Mission and Vision Statements because they inspire and focus staff, as well as give the broader community a sense of what the organization is all about in terms of its goals and values.

Your vision statement should be an idealized description of your primary reason for being, one that inspires and helps create a mental image for readers. It should also be forward looking.

Your mission statement should describe what your facility does, who you serve and your core values. A sound mission statement will guide decision-making and help keep primary goals in sight.

Do you really need a Vision and Mission Statement?

Yes! They are powerful communication tools that will inform and inspire your committee, as well as the patrons and staff at your facility. Post them near concessions and vending machines to show your dedication to healthy choices.

Who should write the Vision and Mission Statements?

The Healthy Choices Committee as a group should write them because it represents the various interests of patrons, staff, vendors and community members. A good vision and mission statement will reflect all these interests.