

# IF YOU BUILD IT... THEY WILL COME!!!

## Your mission or vision statement:

It often answers the questions:

1. Why do exist?
2. Who do we serve?
3. What do we do?
4. How do we operate?

## Guidelines to Mission/Vision Statements

- Understandable and Concise
- Stated in terms of output versus input or throughput  
“We will be successful when . . . .”
- Names your program
- Names your service
- Should be broad and continuing

A clear, concise statement that indicates who the program is, what the ultimate outcomes are, what services, or relationships the program provides, and how you work toward achieving the desired results. All in 50 words or less.

Who are your students?

Who are your Stakeholders?

What is your service?

We will be successful when? (performance indicators)

- 1.
- 2.
- 3.
- 4.
- 5.



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## Media Campaign/Elevator Speech

- 1) Your organization's name, contact information (including email and contact person), website address (if you have one) and mission statement
- 2) A sentence or two on the needs in your community, e.g. number of children alone after school, graduation rate is xx, involvement in gang activity has increased xx, etc.
- 3) Facts about your program
  - a. Area or community served
  - b. Data on the children served: number of attendees, ethnic/gender make-up of youth, percentage of attendees at the program or in the community who receive financial aid in order to attend or who are eligible for free or reduced-price lunch during school
  - c. How long the program has been operating
  - d. Types of activities offered
  - e. Hours of operation
- 4) Evaluation data (If you do not have evaluation data for your program, use [nationwide data](#) or [state-specific data](#))
  - a. Parent/student/teacher satisfaction with the program
  - b. Improved social/emotional/academic behavior of participants, increased school attendance
- 5) Organizational accomplishments, i.e. in xx years our organization has served xx number of kids, has involved diverse community partners including xx, has participated in community events such as xx, etc.
- 6) A quote or very short personal story from a student, parent or supporter to add a personal element to the statistics,
- 7) A few photos—visuals can go a long way in helping tell your story
- 8) Go to local businesses, News & Radio Stations, Newspapers, Colleges, Grocery Stores, etc.
- 9)



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## *Mission Statement Template*

Our Mission is to \_\_\_\_\_ (serve/provide/create)

for \_\_\_\_\_ (students)

with our \_\_\_\_\_ (services)

in order to . . . or . . . that will . . . or . . . by providing

\_\_\_\_\_

## *Unique Marketing Statement Direction Template*

\_\_\_\_\_ is the only \_\_\_\_\_

that: \_\_\_\_\_  
(does what)

for: \_\_\_\_\_  
(for whom)

by: \_\_\_\_\_

