## MISSION STATEMENT WORKSHEET

Use this worksheet to define the elements of a mission statement.

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|  | **Elements of the Mission Statement** |
| **Whom does the organization serve?** | 1. To whom do we offer our products and services?
2. What are the characteristics of the target population or market?
3. Where is the target population or market located?
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| **What does the organization do?** | 1. What products and services do we offer?
2. What do our beneficiaries or clients need and want?
3. How well do our current products and services meet the needs and desires of our clients or beneficiaries?
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| **Why does the organization do it?** | 1. What are the needs and desires of our clients or beneficiaries?
2. What can we do to address the most pressing needs?
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| **How does the organization do it?** | 1. What strategies will be employed to provide the right products and services to our clients/beneficiaries?
2. Can the strategies be implemented, given the resources and context within which we work?
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