**ATTACHMENT 1: NPO COMMUNICATONS STATEMENT TEMPLATE**

NPO name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Mission Statement for our NPO |
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Answer the following questions. If your NPO has a mission statement, this information is probably included in your mission statement. If your NPO does not have a mission statement, discuss and answer the following questions.

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| What does your NPO do? |  |
| Whom does your NPO serve? |  |
| What is your NPO trying to accomplish? What problem(s) is it trying to solve? |  |

The answers to these questions form the basis of a simplified communication statement, appropriate for new and developing NPOs:

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| Write your simplified communications statement here |
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**OPTIONAL—FOR ESTABLISHED NPOs**

Answer the following additional questions in order to develop a more comprehensive communications statement.

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| What are some examples of things that your NPO has accomplished? |  |
| What resources do you have to help you carry out your mission (staff, board, volunteers, donations and other financial resources, building, equipment, etc.)? |  |
| How do you measure your progress? |  |

The answers to these questions, along with information from the simplified communication statement, form the basis of a comprehensive communication statement, appropriate for experienced NPOs:

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| Write your comprehensive communications statement here |
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