

ATTACHMENT 3: TIPS FOR DEVELOPING A VISION STATEMENT

Your vision statement communicates what your “dream” for your community, your country, or your world. What would it be like if the issue important to you were perfectly addressed?

Here are some examples of vision statements from actual NPOs:

Save the Children: Our vision is a world in which every child attains the right to survival, protection, development and participation.

Community Resource Exchange of New York City, USA: Amore just, equitable and livable city for all New Yorkers.

Porch light, Madison WI USA: A helping hand, not a hand out. A second chance. A warm bed. Hope. Opportunity.

Saigon Children’s Charity (SCC), Ho Chi Minh City, Vietnam: “Eliminating poverty in Vietnam through education.”

charity: water believes that we can end the water crisis in our lifetime by ensuring that every person on the planet has access to life’s most basic need — clean drinking water.

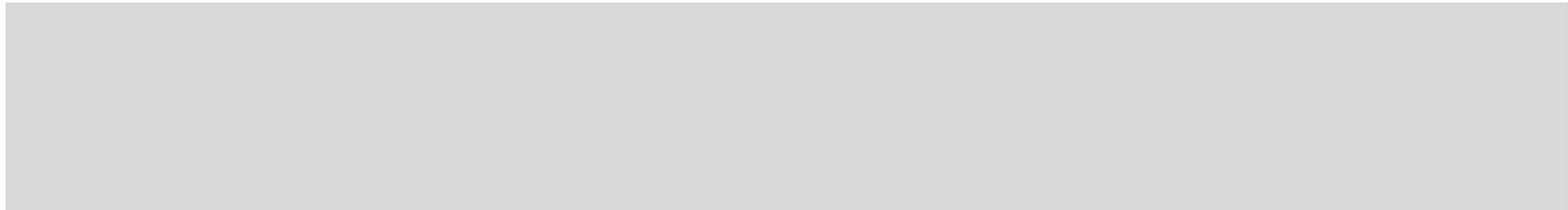
Porch light, Madison WI USA: A helping hand, not a hand out. A second chance. A warm bed. Hope. Opportunity.

✓	A good vision statement ...
	Is short—may be 10-15 words or less. Should not exceed 20-30 words. A tip: “It should fit on a T-shirt.”
	Is inspirational

	Is understandable
	Truly expresses what your NPO is trying to achieve
	Is developed by your NPO's board and leadership
	Is in writing

Developing Your NPO's Vision Statement

1. Ask people associated with your NPO—including employees, board members, volunteers, and clients—to describe their “dream” for your community, your country, or your world. What would it be like if the issue important to you were perfectly addressed? Write down their responses:



2. Read over all the responses. What is the common vision that everyone expresses? Summarize this into a short vision statement that meets the characteristics of good vision statements listed above. You may want to try out several versions of a vision statement.

Drafts of possible vision statements:

- 1.
- 2.
- 3.

3. Get feedback on the drafts from employees, volunteers, board members, clients and community members. Which version do most people believe best communicates your NPO's vision? Use that version as your vision statement.

Our NPO's vision is: