

Building a Mission Statement Brainstorming Worksheet

Core purpose: what is the fundamental reason your association exists?

We exist to...

Example: We exist to create a safe, connected, and thriving neighborhood.

Community focus: who do you serve, and what do they need most? *Remember that the Neighborhood Council Guidelines recommend including all residents-- including non-homeowners.*

We serve...

Example: "We serve all residents—homeowners, renters, families, and seniors—seeking a voice and a sense of belonging."

Guiding values: What principles guide your association's decisions and actions?

Our values include...

Example: "Our values include inclusion, safety, transparency, and collaboration."

7.1 Building a mission statement (continued)

Desired impact: What positive change do you hope to create in your neighborhood? What about the broader community?

We strive to...

Example: "We strive to build trust among neighbors, support local initiatives, and improve the quality of life for everyone."

Combine the elements into a concise, inspiring mission statement.

"We exist to [core purpose], serving [community focus] through [values], so that we can [desired impact]."

Final Example: "We exist to create a safe, connected, and thriving neighborhood, serving all residents through inclusion, transparency, and collaboration, so that we can build trust, support local initiatives, and improve quality of life for everyone."