



## Leading by Mission

Over 160 nonprofit leaders across South Dakota gathered for the 4<sup>th</sup> Annual Camp Capacity Building in October, facilitated by our firm in partnership with Citi and Helpline Center.

This year's theme, *Leading by Mission*, was built upon the framework that the best decisions are made with mission in mind. All other elements of an organization's success stem from those mission-driven decisions

Knowing that storytelling is one of the most effective ways to build relationships and motivate giving, have you thought of your mission statement as a story? It tells the most important story of your organization in one sentence:

- The what and how of your work,
- The outcome that follows,
- And whose lives you seek to change.

With mission central to decision-making, it is recommended that organizations check in on their mission statements every couple of years. Click here for our full [Mission Statement Checklist](#) to evaluate the health and relevancy of your mission statement.