

## Mission Statement Checklist

- Describes what an organization is.
- Answers why an organization exists.
- Identifies the products or services produced.
- Includes values or goals of the organization.
- Provides an overview of the organization's vision by identifying service areas.
- Includes target audiences.
- Short and to the point.
- Easy to remember.
- Clear to insiders and outsiders of the organization.
- Focuses on what the organization does best.