



## Lead by Example, Lead by Mission

According to Merriam-Webster, to *lead by example* is to act in a way that shows others how to act. As we work on developing the fourth installment of Camp Capacity, we have been inspired to tweak this saying for the nonprofits we mentor: *lead by mission*. After all, a mission is the example by which a nonprofit seeks to make the world a better place.

A mission statement is a formal declaration of a nonprofit's purpose for existing. It is more than content for marketing or grant applications, it is an anchor for an organization's culture and activities. When we evaluate if an organization leads by mission, we look for the following traits:

- The mission is a value-add for all those touched by the organization: clients, community, and staff.
- Board members and staff know and actively apply the mission statement.
- Programs and events are created and sustained to fulfill the mission.
- The mission is affirmed during strategic planning.
- Outcome measurements are linked to the mission.