

# ASSOCIATION MISSION

S T A T E M E N T S :

WHAT, WHY, AND HOW?





## What is a mission statement?

A mission statement is a declaration of an organization's purpose, goals, and values. It is a fundamental document that guides and inspires all of its actions and decisions.

### Why should an association write a mission statement?

An association's mission statement provides direction and clarity to its members, stakeholders, and the public about its purpose. It is crucial for promoting your organization's image, identity, and relevance in its respective field.

### How to write a mission statement for your association:

#### Step 1: Define the association's purpose.

The first step in crafting a mission statement for your association is to define its purpose. Ask yourself:

- ➔ What does our association aim to achieve?
- ➔ What are our primary objectives?
- ➔ What are the underlying values that guide our actions?

For example, a professional association for architects might aim to advance the architecture profession by providing its member's education, advocacy, and networking opportunities.

#### Step 2: Identify the target audience.

The next step is to identify the target audience of your mission statement.

- ➔ Who is the statement aimed at? Is it the association's members, potential members, or the public at large?

The target audience will influence the tone and language of your statement. For example, if your mission statement is aimed at potential members, it may need to focus more on the benefits of membership and the association's value proposition.





### Step 3: Keep it concise.

A mission statement should be concise and easy to understand. Ideally, it should be no longer than one or two sentences.

For example, the mission statement of the American Medical Association is:



“To promote the art and science of medicine and the betterment of public health.”

### Step 4: Make it inspiring and aspirational.

Your association’s mission statement should be inspiring and aspirational. It should communicate a sense of purpose and a vision for the future. It should motivate members and stakeholders to work toward the association’s goals.

For example, the mission statement of the National Education Association is:



“To advocate for education professionals and to unite our members and the nation to fulfill the promise of public education to prepare every student to succeed in a diverse and interdependent world.”

## 5. Get input from members and stakeholders.

Finally, getting input from members and stakeholders is essential when crafting your mission statement. Consult with your association’s leadership, members, and other stakeholders to ensure the statement accurately reflects your organization’s purpose and values. This input can help ensure buy-in and support for the statement from your members and stakeholders.

**By following these five steps, your association can craft a clear, concise, inspiring, and memorable mission statement that accurately reflects its purpose and vision for the future.**



## Five association mission statement examples:



"To advance the nursing profession by fostering high standards of nursing practice, promoting the rights of nurses in the workplace, projecting a positive and realistic view of nursing, and by lobbying the Congress and regulatory agencies on health care issues affecting nurses and the public."



"To help its members become more profitable and successful while promoting and protecting the real estate industry."



"To serve equally our members, our profession, and the public by defending liberty and delivering justice as the national representative of the legal profession."



"To shape a legislative and regulatory environment that fosters innovation, productivity, and competitiveness; to promote the continued success of the U.S. manufacturing sector; and to increase understanding of the vital role that manufacturing plays in the U.S. economy."



"To advocate on behalf of America's free, local radio and television stations and broadcast networks before Congress, the Federal Communications Commission and the courts; to promote the growth and prosperity of America's broadcast industry; and to foster excellence in journalism through ongoing training and education."

## About GrowthZone

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