



# Wesley LifeForce Suicide Prevention Networks



## Fact Sheet 7: Developing a mission statement

**You need about 45 minutes for this: 20 minutes in groups and 25 minutes in plenary.**

Unless the group participating in the process is very small you will need to work in small groups of about five or six people.

You need flip chart paper, felt tipped pens and Blu-Tack or other reusable adhesive.

**Step 1:** In groups, ask participants:

- who do we expect to benefit from our work? (identify the primary target group)
- who if anyone will we work with on an ongoing basis to achieve this?

**Step 2:** Participants should then write a statement which encompasses who they are, what they aim to achieve and how they aim to achieve it. Give them an example such as:

Womenaid is a women's organisation that helps to create a healthy environment for women and children to reach their full potential.

**Step 3:** Now ask them to put together the two steps in a mission statement with the four key elements:

- what your network is
- what your network aims to do or achieve
- who the work is aimed at (the target group) and who it is done with
- how it does its work – in broad terms, what methods it uses

**Step 4:** In plenary, put up all the suggested mission statements and explain that you will come back to network members once there is agreement on the overall goal and the immediate objectives of the organisation or project.

The results from the current stage might be something like:

Womenaid is a self-help women's organisation that helps to create a healthy and safe environment for women and children in Brisbane who are physically or psychologically abused to reach their full potential by providing shelters, counselling and referrals throughout the city.<sup>3</sup>

<sup>3</sup> Adapted from Janet Shapiro: *Strategic Planning Toolkit* <http://www.civicus.org>