



Why are Mission, Vision, and Values Statements important?

Your mission, vision, and values statements are an agreement on your Health Council's core beliefs and its desired future. These statements should set the tone for all the work done by the Health Council. Any products, processes, or advocacy conducted by a Health Council should easily align with their mission, vision, and values.

Your mission, vision, and values will define the broader purpose of a Health Council to:

- The community
- Current and potential members
- Funders

Developing consensus on mission, vision, and values statements is a great exercise for Health Councils because it requires a deep dive into the character of your collaboration and establishes a shared agenda. When a Health Council encounters questions or uncertainty about how to move forward on an issue, they can look back to their mission, vision, and values to guide their decision-making.

What is the difference between a mission, vision, and a values statement?

Mission: A statement about why the Health Council exists. Questions to consider when drafting a mission statement might be:

- Who are we? What is our purpose?
- What is the root cause of what we are trying to address?

Vision: A statement about the desired future. Questions to consider when drafting a vision statement might be:

- What are the results we want to achieve?
- Who do we hope to achieve them for?

Values: A list of core principles that defines the culture of the council and how it operates (usually 3-5). Questions to consider when drafting values statements might be:

- What do we stand for?
- How will we conduct ourselves – with each other and with our community?
- What values do we aspire to?

Facilitation Note: While it is worthwhile to work as a team laying out the basic elements and generating ideas for content for each statement, it is *not* recommended to try and wordsmith a final version as a large group, as this can be frustrating and cumbersome. Rather, the facilitator should take the ideas generated from the worksheets to draft a final version of each, which can then be presented back to the group for final editing and approval at a later meeting.

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[How to Write a Nonprofit Vision Statement](#)

[How to Write Mission, Vision, and Values Statements](#)

Worksheet: Developing a Mission Statement

This worksheet assists you in gathering some important information about your Health Council to gain clarity and help facilitate your mission statement brainstorming.

An effective Mission Statement:

- Is short and sharply focused
- Is clear and easily understood
- Defines why our Health Council exists
- Is appropriately broad
- Addresses our opportunities
- Provides direction for what we do
- Inspires our commitment
- Says what we want to be remembered for

Step 1: Define Your Team and Discuss Your Purpose

1. Name of Health Council and date established: _____
2. Check one – our Health Council is primarily a:
 - a. Small organized team
 - b. Nonprofit 501(c)(3) organization
 - c. Cross-sector collaboration
 - d. Grassroots community partnership
 - e. OTHER: _____
3. Discussion Questions (the facilitator may choose to record 1- to 5-word answers on a flip chart OR if meeting virtually, share their screen while recording in a Word document):
 - a. Why does our County Health Council exist? _____
 - b. Who do we serve? _____
 - c. How do we serve them? _____
 - d. Our team is unique because: _____
 - e. What are we really good at? _____
 - f. Right now, our team's biggest obstacle is: _____
 - g. Our overall goal is: _____

Step 2: Draft Your Mission Statement

After a discussion with the Health Council, the facilitator and/or Health Council leads should utilize the criteria and notes from the meeting to draft a mission statement. Circle or highlight key words from the ideas and phrases generated in the discussion. Using this language, condense the purpose of the Health Council into 1-2 short sentences.

Step 3: Bring the draft mission statement back to the full Health Council for final edits and approval.

Worksheet: Developing a Vision Statement

A good vision statement should be:

- Short and to the point (5-15 words)
- Connected to your mission statement
- Aspirational
- Inspiring

Steps to draft your vision statement:

1. Review [some vision statement examples](#) from other organizations.
2. Reflect on the discussion you had to generate your mission statement.
3. Discussion Questions:
 - a. What are the major issues or problems that need to be changed in our county?
 - b. What are the strengths and assets, of our Health Council and of our community?
 - c. What does success look like? What does our community look like if our Health Council achieves maximum impact?
4. Draft Vision Statement: _____

Worksheet: Developing Shared Values

There are many benefits to identifying the values you share and expect as a Health Council. Setting agreed upon expectations for how the Health Council conducts itself will make you a stronger team, can help resolve conflicts, and aid in maintaining a strategic direction for your Health Council work.

Steps to developing value statements:

1. As a group, reflect on the following questions:
 - a. What do we stand for?
 - b. What behaviors do we value over all else?
 - c. How will we conduct our activities to achieve our mission and vision?
 - d. How do we treat members of our own organization and community?
2. List out key words that come to mind when thinking about the above questions. You can make a list here:

3. Using the list of words you identified above, begin drafting short phrases or sentences that reflect your priority values as a Health Council. There are no hard and fast rules, but 3-5 value statements might be a good number to aim for.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____