

Creating Guiding Principles for Strategic Planning

Vision Statement	
Steps to Create A Vision Statement	
What is the main issue we want to address?	
Childhood education	
How should this issue change?	
All children in our community should have access to a quality education, but they need to have good nutrition and health to support focus on education	
What will be the impact in the community or world?	
Children from disadvantaged backgrounds will won't be left behind and will be educated and able to fully participate and contribute to the betterment of our community.	
The organization's vision statement is:	
A world in which every child has access to quality education and healthcare to be able to reach their full potential.	
Principles of a Vision Statement	
Qualities	Meets the Criteria?
Idealistic	YES
High Impact	YES
Future-oriented	YES
Inspiring	YES
Specific	NO
Focused	NO
Easy to Communicate (No Jargon)	YES

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Mission Statement	
Steps to Create A Mission Statement	
Why does your organization exist?	
Help children from underserved communities receive healthcare, nutrition and education.	
Who do you serve?	
Children affected by poverty, homelessness, and poor educational opportunities.	
How do you serve the clients?	
Providing healthcare, nutritious food, and supplemental education programs.	
What is the outcome of your services?	
Children are able to keep up with peers, graduate high school and pursue their desired career.	
The organization's mission statement is:	
We are a non-profit organization dedicated to helping children, families, and communities across the country reach their full potential by enabling them to overcome poverty and injustice to fulfill their dreams and ambitions.	
Principles of a Mission Statement	
Qualities	Meets the Criteria?
Identifies the issue being addressed	NO
Identifies those being served	YES
Clearly outlines the services provided	NO
Present-oriented	YES
Achievable	YES
Easy to understand in simple terms - one or two sentences	YES
Motivating	YES

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Values Statement					
Value Words					
Abundance	Communication	Equality	Humor	Originality	Sincerity
Acceptance	Community	Ethical	Imagination	Passion	Skillfulness
Accomplishment	Compassion	Excellence	Impact	Patience	Speed
Accountability	Competence	Excitement	Independence	Patriotism	Spirituality
Accuracy	Confidence	Experience	Individuality	Peace	Stability
Achievement	Consistency	Expertise	Inner Harmony	Playfulness	Stewardship
Adaptability	Contentment	Exploration	Innovation	Poise	Strength
Adventure	Contribution	Fairness	Insightful	Positivity	Structure
Affection	Control	Faith	Inspiring	Power	Success
Alertness	Cooperation	Family	Integrity	Productivity	Support
Ambition	Courage	Fearless	Intelligence	Professionalism	Surprise
Assertiveness	Courtesy	Fidelity	Intuitive	Prosperity	Sustainability
Attentive	Creativity	Fitness	Joy	Purpose	Teamwork
Authenticity	Credibility	Focus	Justice	Quality	Temperance
Awareness	Curiosity	Foresight	Kindness	Recognition	Thankful
Balance	Decisiveness	Forgiveness	Knowledge	Respect	Thorough
Beauty	Dedication	Freedom	Lawful	Responsibility	Thoughtful
Boldness	Dependability	Friendship	Leadership	Restraint	Timeliness
Bravery	Determination	Fun	Learning	Results-oriented	Tolerance
Brilliance	Devotion	Generosity	Logic	Rigor	Toughness
Calmness	Dignity	Giving	Love	Security	Traditional
Capable	Discipline	Goodness	Loyalty	Self-actualization	Tranquility
Careful	Diversity	Grace	Mastery	Self-development	Transparency
Caring	Drive	Gratitude	Maturity	Self-reliance	Trustworthy
Certainty	Education	Growth	Meaning	Self-respect	Understanding
Challenge	Efficiency	Happiness	Moderation	Selfless	Uniqueness
Charity	Empathy	Hard Work	Motivation	Sensitivity	Unity
Cleanliness	Endurance	Harmony	Obedience	Serenity	Vision
Clear	Energy	Health	Openness	Service	Vitality
Clever	Enjoyment	Honesty	Optimism	Sharing	Welcoming
Comfort	Enthusiasm	Honor	Order	Silence	Winning
Commitment	Environment	Humility	Organization	Simplicity	Wisdom

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Values Statement	
Steps to Create a Values Statement	
What values do you need to successfully reach your vision?	
Education, health, trust, fairness, knowledge, community, unity, understanding, and caring.	
What values do you need to implement your mission?	
Efficiency, enthusiasm, passion, commitment, sharing, and service.	
What culture do you wish your organization to exemplify?	
Trustworthy, caring, openness, organization, responsible, respectful, and boldness.	
What values are important to your clients, donors, and staff?	
Trustworthy, responsible, caring, efficiency, transparency, and ethical.	
The organization's value statement is:	
<p>We help children, families, and communities break the cycle of poverty by empowering people of all ages to dream, aspire and achieve. We value:</p> <ul style="list-style-type: none"> * Education - Teaching children today allows for a brighter future, one in which they can both learn and teach. * Health - Vaccinating children against preventable disease enables them to live a healthy, productive life. * Community - It takes an entire community to raise a child. Once that community is formed, anything can be achieved. 	
Principles of a Values Statement	
Qualities	Meets the Criteria?
Values are easily identified and exemplified by leadership	NO
Values are relevant to day to day operations	YES
Values impact client experiences	YES
Values resonate with donors	YES
Values are easy to understand and support vision & mission	YES