

Mission Statement



SWIFAMILIES.ORG/SELF-ADVOCACY-SOLUTIONS

Mission statement

A mission statement is a short description of your self advocacy group. In one or two sentences it describes who you are and what you do. A good mission statement will let people know what your group is all about without having to learn more about your group.

Mission statements are important because they provide a sense of direction for self advocacy groups. Mission statements let people know the purpose of the group. They are based on the values of its members. Everything the group does will be based on the mission of the self advocacy group.

Mission statements should have three important pieces of information. They should let people know:

- Who are the group's members or target audience**
- What is the goal of the group**
- How will the group reach its goal**

Who are the group's members or target audience?

Your mission statement should let the reader know who is the main focus of your self advocacy group. Your group may work with people of all types of disabilities or just certain types of disabilities. No matter who your group works with, it is important to let the reader know so they can decide if this is a group they would like to join or work together.



What is the goal of the group?

Your mission statement should let the reader know what is the goal of the self advocacy group. In other words, what is the purpose of the self advocacy group. This is your chance to think big. You can think about this like what would you like to see in a perfect world for the people of your group.

For example, you might want to see people with disabilities having equal rights. You may also have a goal of making sure people with disabilities have the ability to speak up for themselves. Your goal in your mission statement does not have to be very specific.



How will the group reach its goal?

Your mission statement should also let the reader know how the self advocacy group will reach its goal. This doesn't mean that you need to include everything that your group does, but it should let the reader know what are some of its main activities.



Example of mission statement

The Youth Action Council of Arizona provides us with a good example of a mission statement.

“To encourage the empowerment of youth with and without disabilities in an all-inclusive environment through education and community involvement in all aspects of change and advocacy.”

If you read the mission statement, you can answer the following questions.

Who are the members or target audience?

Youth with and without disabilities.

What is the goal of the group?

The empowerment of youth with and without disabilities.

How will the group reach its goal?

Through education and community involvement in all aspects of change and advocacy.

The mission statement is an important part of any self advocacy group. It is best to work together to come up with a mission statement that best represents who you are as a group.



Activity

Work together as a self advocacy group to come up with your own mission statement. Start by answering together the following questions.

Ask yourself these questions:

Who are the members or target audience of your group?

What is the goal of the group?

How will the group reach its goal?

Once you answer each of the questions together as a group you can now start to work on your mission statement. You can come up with one on your own or you can use the template below to help you create your mission statement.

Mission example

Our Mission is to _____

(goal)

for _____

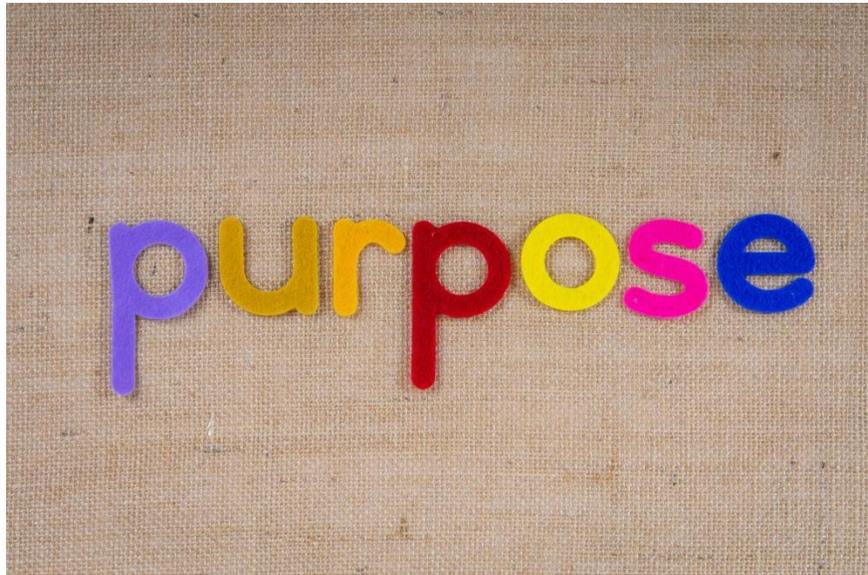
(customers or members)

by _____ .

(products/activities/services)

Where do mission statements go?

Once your self advocacy group creates a mission statement, it is easy for groups to just set it aside and forget about it. However, a mission statement is an important way of letting people know about your group. You should be proud of your mission statement and share it with everyone.



All members of your self advocacy group should know your mission statement. The mission statement reminds them about what is the purpose of the group. If someone does not agree with the mission, maybe the group is not a right fit for them.

Mission statements should also be shared with the public. It's a great way for people to learn about your group in a short description.

You can add your mission statement to anything you share with the public such as:

- Brochures
- Flyers
- Social Media
- Website
- Meeting documents

Your mission statement will also help you recruit new members. As people read your mission statement, they may want to learn more about the group and may want to join or work together on a project.