

Mission Statement Writing Process – A Suggested Exercise

The existing UUSJ Mission and Vision Statements:

UUSJ VISION

We envision a vibrant regional community of Unitarian Universalists working together to create a peaceful, just, and sustainable world – for ourselves and for the generations to follow.

UUSJ MISSION

Our mission is to mobilize and amplify the voice of Unitarian Universalists in the National Capital Region (NCR) as we seek to change the world through acts of love and justice.

The online article, “How to Write a Mission Statement in 5 Easy Steps”

(<http://articles.bplans.com/writing-a-mission-statement/>) is quite interesting and I (Bill Alsmeyer-Johnson) embarked on the process it lays out. The article is geared towards businesses but we can adapt the ideas since a business is also an organization as are we. From the introduction to the article:

I love it when a mission statement defines a business so well that it feels like strategy—and that does happen—and I hate it when a mission statement is generic, stale, and completely useless.

Our current mission statement is old, not necessarily stale, but is generic, does not really say what we are about. (Opinion)

1. Start with a market-defining story

The article says you don't have to write it down but that you should have it your head as you proceed, however, I decided to write it.

Jan, a recent Unitarian Universalist, feels frustrated with the direction of the country, the world, and feels powerless to change it. She has always tried to give to her community because she has gotten much out of it. She has recently heard of UUSJ and is interested because it offers her a way to join with others to bring her belief that true strength for our country, our community, comes from the betterment of lives, by making that an important focus of government, on the same level as defense.

2. Define how your **customer's volunteer's** life is better because your **business organization** exists

Trying to affect change alone can be a frustrating, depressing activity. We offer people empowerment because they are working with a large community of committed UU's to take our religious values to Capitol Hill, to state capitals, to local government bodies.

3. Consider what your **business-organization** does for employees **& volunteers**

We offer our volunteers the chance to work with others, to give and get support from each other, while we work to change the direction of our country, our world.

We want to make all our individual members and congregational members effective lobbyists, make them comfortable speaking to people in power at the national and local levels, by offering specialized training.

We want to expand the awareness of UU's by offering special educational programs on important social justice issues.

We collaborate with community groups working on our issues thereby making our members and volunteers members of a wider of community.

4. Add what the **business-organization** does for its **ownerscongregations & members**

UUSJ offers its member congregations and individual members a way to effectively channel their social justice energies.

UUSJ offers a vehicle through which congregations and members can inspire the wider UU community with their ideas, their resolutions on important social justice issues.

UUSJ through its connections with community groups offers its congregations and members entre as religious people rather than as individuals. This strengthens our faith making us known as committed people who deliver on our commitments.

5. Discuss, digest, cut, polish, review, revise