

How to write a Mission Statement  
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The purpose of this exercise is to help your Club create a Mission Statement to share with your members and community so everyone will understand what your club is about.

Your club needs a mission that defines your purpose and answers the question, “What is our reason for being in business?” Defining the mission forces your club officers and members to identify the scope of its purpose in the community carefully.

**Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time.**--*Kiwanis defining statement, adopted October 2004.*

Listed below are the components of a Mission Statement:

1. Customer Market (identify)
2. Product & Service (who)
3. Geographic Domain (when)
4. Technology (how)
5. Concern for Survival
6. Philosophy
7. Self-concept
8. Concern for Public Image

Utilizing these steps I have written answers to a fictional Kiwanis Club and have written the mission statement of this Club. You may want to consider some of these for your own club, please feel free, but note that each club in our District is different and some changes will have to be made to this document.

## Kiwanis Club of XYZ Mission Statement

What is our reason for business?

To enrich the lives of children in our community, as well as assisting to provide a better tomorrow for our future community leaders.

1. We volunteer our time to help make the lives of children from newborn to adulthood learn to become our leaders of tomorrow
  2. Our Club will focus on assisting school aged children teaching them how to give back to their community while growing in leadership.
  3. (depends on location) We'll sponsor SOAP clubs in all elementary, middle, high schools, as well as any colleges in our area, including community colleges.
  4. The Club will utilize up to date technology to assist in the running and promotion of our club. Including, but not limited to, doing monthly reports online, website advertising, using cameras to take pictures for club history and scrapbook, and producing club brochures to be used in our events in the community.
  5. We will actively seek new members from younger generations (18 and older) especially recruiting our sponsored youth graduates from Key Club and Circle K.
  6. "Maintaining an active membership of professional business people who have the ability and desire to serve their community" (Kiwanis International Website)
  7. The Kiwanis Club of XYZ is a diversified organization serving local communities worldwide.
8. "A typical Kiwanis club is a snapshot of its community, with members from all walks of life and at every step of the career ladder. They are unified in their belief that children and their communities benefit from the efforts of a proficient group of caring and involved volunteers. In a typical year, Kiwanis clubs invest more than 6.2 million hours and US\$100 million in communities around the world. Through these efforts, the Kiwanis organization truly leaves a lasting impression on future generations." (Kiwanis International Website)

**The Kiwanis Club of XYZ is enriching lives of the children and community in XYZ. We volunteer our time to help build the leaders of tomorrow by assisting children from our sponsored youth organizations and others. We will promote membership growth by utilizing all technology provided to us, and other local marketing tools. We remain a diverse organization committed to making our local community a better place.**

Mission statement components came from Management Fifth Edition by Stephen Robbins and Mary Coulter. Prentice Hall:1996

## What to do now?

Once you've identified who you are in your community here are a few more steps to get you started implementing that mission.

1. Articulate your Mission to your members
2. Assess the Situation
3. Develop Strategies, Goals, and Objectives
4. Complete a Written Plan
5. Appoint a Committee to oversee the strategies, goals, and objectives are met within the Club and Community.

Articulating your mission is most important when you're recruiting new members, creating documents to share with the public, such as a brochure or pamphlet. This will help the general public understand what your club is here for, not just "I've heard of Kiwanis, but what do they do?"

Once you're committed to why you exist, and what you do, you must take a clear-eyed look at your current situation. You should be aware of resources and your environment to help your club adjust to changes in the future. Identify your club's strengths and weaknesses, and your awareness in the community. Choose important issues to address, no more than five to 10.

Now that you have your Mission Statement, it's important you figure out to what to do with it! Take broad approaches and seek general and specific results as a result of creating your Mission Statement. You may appoint a committee to help you finalize these results, however the Board of Directors should vote to agree on these matters. This outline should be reviewed frequently, as some items may need to be changed over time. Include in the outline, general strategies, long-range goals, and specific objectives your club will contribute to your community and the children of your community.

As a result of this outline, write a complete plan for all members to have a copy of. This is relay to all members what the goals and objectives of your club are, and it will get them excited about completing club goals, and will make them feel apart of the whole picture.

If you have more questions about how to do this kind of plan please visit [http://www.allianceonline.org/FAQ/strategic\\_planning](http://www.allianceonline.org/FAQ/strategic_planning) . Please note that this website has in-depth detail on how to write a Strategic Plan.