

# Your Philanthropic Mission Statement



The key to developing a coherent philanthropic strategy begins with cultivating your own philanthropic mission statement. Almost any organization—for-profit, nonprofit, foundation, university or club—has a mission statement; a statement that identifies an area of interest and a goal. As philanthropists, we ideally will articulate our goal, or mission, so that we can always refer to what it is we want to achieve with our giving. Remember, a refined and focused philanthropic mission statement will allow you to more easily identify a best-fit organization to support, making your participation in #GivingTuesday more meaningful to both you and the nonprofits you aspire to help.

## understand the core components of a mission statement

A mission statement includes a clear and concise **action**, **target population**, **geography** and **outcome**.

**Mentor low-income youth in Washington, D.C. to increase college success rates.**

**Mentor**

### Action

The activity or program we will support with our resources

**low-income youth**

### Target Population

The group that will directly benefit from the nonprofit's activities

**Washington, D.C.**

### Geography

The specific location of the people we seek to support

**increase college success rates**

### Outcome

The specific change or impact we wish to see

## review philanthropic mission statement examples

Tutor local elementary school students to increase literacy rates.

Protect abandoned animals in Los Angeles by finding them safe and loving families.

Fund organizations that educate and empower immigrants in New York City to enter the technology workforce.





## craft a philanthropic mission statement

Before crafting your mission, first think about your issue area and answer the questions below.

**Under what conditions would you feel comfortable saying this problem is solved?**

(e.g. when the college graduation rates of low-income youth match or exceed that of their high-income peers)

**What would your issue area look like in a perfect world?**

(e.g. all students that enter college, irrespective of income level, are successful and graduate)

**What action(s) (e.g. programs, activities, etc.) would result in these intended outcomes for your target population?**

**What target population do you want your philanthropy to support?**

Make sure to be specific about geography or where you want to target your philanthropic activities.



**Now you are ready to craft your philanthropic mission statement. Try and narrow it to eight words. Write yours below!**

## share your mission

Now that you have crafted your philanthropic mission statement, celebrate it by sharing it on Facebook, Instagram and Twitter using the hashtags #GivingTuesday and #LAAF. By sharing your mission with your networks, you can inspire others to join your cause.

