



## Writing a Mission Statement For a Homeschool Non-profit Organization

By Carol Topp, CPA

Mission statements are a concise way to state your organization's purpose. They help focus and clarify the goal of your organization.

Mission Statements must do two things:

1. Tell others who you are and
2. Remind you of what your focus should be both now and in the future

### **WHO and WHAT, but not HOW**

A mission statement answers two questions:

**WHO** are you? Are you defined geographically, by religious affiliation, by age of students, by skills or styles or by curriculum choice? Who is your target audience? Parents, kids, athletic students, musical students, high school students? etc...

**WHY** do you exist? Is it to encourage parents, support students, offer information, offer opportunities, promote homeschooling, influence legislation?

A mission statement does not answer the HOW question (How do you accomplish your purpose?). The HOW question would be a description of your activities, such as: hold classes, run a sports program, organize field trips, etc...The description of your activities should be in another statement called a Program Statement.

### **Tips**

- Use words like: try, seek, influence, or encourage.
- Keep your mission statement short. Ideally one sentence or about 50 words.
- Be accurate. Do not make your purpose unattainable or sound loftier than you can accomplish. Your organization cannot be all things to all people.
- Put your mission statement everywhere. Put it on letterhead, posters and on a sign at every board meeting.

## Sample Mission Statements

The Purpose of this organization shall be to provide support, information and encouragement to homeschooling families

This Organization serves to teach and disseminate educational materials for the public and to help parents of home schooled children fulfill educational requirements

The mission of this Homeschool Co-op is to provide affordable, quality, fun-filled academic classes to children in the homeschool community

We exist to encourage, support and build up a community of Christian homeschool families.

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