

# Mission Statements

Every organization has a mission, a purpose, a reason for being. Often the mission is the reason that the organization existed in the first place - to meet an identified need. In the case of softball associations, the mission usually includes providing playing opportunities for a defined group of people, encouraging healthy active living, and meeting other similar needs.

Simply because your Softball Association has a mission - providing softball to your specified group - does not mean that you have translated that purpose into a clear and concise mission statement. A good mission statement should accurately explain why your organization exists and what it hopes to achieve in the future. It articulates the organization's essential nature, its values, and its work.

The mission statement should be accomplished in a brief paragraph that is free of jargon. In other words, it should avoid the kind of short hand that is unfamiliar to those outside of your organization.

A good mission statement should be reviewed by the Board of Directors every five (5) years in case it needs to be re-written or fine-tuned to make sure it does not lose its relevance.

At the very least, your mission statement should address three key questions:

1. **What are the opportunities or needs that we exist to address?** (the purpose of the organization)
2. **What are we doing to address these needs?** (the business of the organization)
3. **What principles or beliefs guide our work?** (the values of the organization)

Here is a sample mission statement to help you begin to create one for your Softball Association:

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*Softball Ontario's goal is to promote and develop the sport of softball for its athletes, officials and volunteers by providing programs and services at all levels of competition.*

**The Purpose:** *to promote and develop the sport of softball for its athletes, officials and volunteers*

**The Business:** *providing programs and services*

**The Values:** *Equality - providing programs and services at all levels of competition*  
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Your mission statement should...

- ✓ express your organization's purpose in a way that inspires support and ongoing commitment
- ✓ motivate those who are connected to the organization
- ✓ be articulated in a way that is convincing and easy to grasp
- ✓ use proactive verbs to describe what you do
- ✓ be free of jargon
- ✓ be short enough so that anyone connected to the organization can readily repeat it

## References:

Radtke, Janel M.. "How to Write a Mission Statement ." 24 Apr. 2010. <<http://flightline.highline.edu/jward/Mission%20Statement.htm>>.