

# VISION & MISSION GENERATOR

HOW TO FUNDRAISE LIKE A  
ROCKSTAR SERIES

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WHERE STRATEGY MEETS FUNDRAISING

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# A 'VISION' IS A STATEMENT OF A DESIRED FUTURE STATE

Your vision is what brings people together – it should be ambitious, broad and inspiring. You are describing a version of the world that you are aspiring to create in partnership with others, including your funders

## A USEFUL FORMULA

A [country/community] where [cause/beneficiary] is/are/have [desired end-state].

**An example of the vision of a development NGO incubating small businesses**

**A Southern Africa where local entrepreneurs can thrive and reach their full potential.**

This vision statement showcases your aspirations and the transformative impact you seek to create

# A 'MISSION' IS A STATEMENT OF HOW AN ORGANIZATION WILL WORK TO ACHIEVE ITS VISION



Your mission statement should distinguish you from other organizations or individuals pursuing the same vision. It should precisely identify the beneficiaries of your work and describe the specific advantages they gain

## A USEFUL FORMULA

We deliver [service] to [beneficiaries] in order to enable them to achieve [short-term outcome] and [long-term outcome].

**Example mission of our hypothetical NGO**

**We develop and resource local entrepreneurs so that they can build successful small businesses and contribute to economic resilience in their communities.**

By employing this formula, your audience readily comprehends your activities, the direct benefits to the beneficiaries, and the broader societal transformation you aim to facilitate.

# PRO TIPS



To help you generate inspiring vision and mission statements with your team

1. Approach one statement at a time, starting with either the vision or mission.
2. If participants get overly focused on "what we do" language, which is more suitable for the mission, shift the discussion to the mission and return to the vision later.
3. When encountering difficulties with the vision, ask thought-provoking questions like, "What inspires you each morning?" or "Why have you dedicated your life to this cause?" to evoke emotional responses, essential for crafting a compelling vision.
4. Display the formula and have everyone individually fill it out on paper.
5. Request each person to share their written statement, while noting down key words and phrases on a visible platform like a whiteboard.

# PRO TIPS



To help you generate inspiring vision and mission statements with your team

6. Make a bold attempt to synthesize the key ideas from different versions into a single statement.
7. Collaborate with the group to refine the statement until a general sense of satisfaction is reached.
8. Conduct the process online by sharing your screen and editing the statements in PowerPoint or Word.
9. If the team becomes too fixated on word choices, suggest taking time to reflect on it. Reassemble within a week to review the statements with fresh perspectives.
10. Once consensus is reached, promptly update your website and other communication materials to reflect the new vision and mission.

**IF YOU WOULD LIKE THE SUPPORT OF AN  
EXPERIENCED FACILITATOR TO HELP YOU CRAFT  
YOUR VISION AND MISSION, WE ARE HERE TO  
ASSIST YOU.**

**flame tree**

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