



# Hone Your Mission and Vision Statements and Your Elevator Pitch

**Nancy Alexander**  
Lumenance Consulting LLC

**26 January 2026**

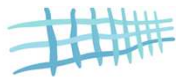


[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams

# Why?

- Clarity, get everyone on same page
- Talk to donors
- Write grant applications
- Guide your planning: what to do/not to do
- Board recruitment: #1 qualification = passion for your mission
- Inspiration: why are we doing this? Oh yeah!



[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams

# Mission statement examples

1. To promote health and quality of life by preventing and controlling disease, injury, and disability.
2. To build, promote, and support our town's arts and creative community.
3. To propel higher education to increase the number and advance the prominence of diverse communities of women in engineering.
4. To rally our diverse city to embrace and champion its historic places and spaces.

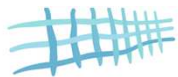


[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams

# Mission statement characteristics

- Short, succinct, focused (short enough for board members to memorize)
- “Verby” (to “promote,” “build,” “propel,” “rally”)
- Not the “how,” just the “what” (hint: eliminate “through”)



[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams

# Mission statement formula

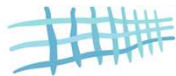
What you do, for whom, with what benefit

To support and empower women and all families during challenging life transitions

To assist those struggling with food insecurity to obtain essential life needs

To develop, sustain, and advocate for affordable housing in our town

To build, promote, and support our town's arts and creative community



[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams

# Mission statement formula

What you do, for whom, with what benefit

Drive

Propel

Accelerate

Build

Advance

Lead

Nurture

Serve

Inspire

Excite

Rally

Champion

Forge

Create

Magnify

Advocate

Reveal

Ignite

Guide

Plant

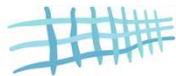
Produce

Pioneer

Mobilize

Unite

Promote

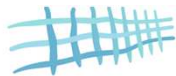


[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams

# Your current mission statement

- Mark “what you do,” “for whom,” and “with what benefit” in three different colors
- “How” in parentheses



[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams

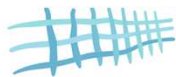
# Mission-Vision Pairs

## Mission

1. To promote health and quality of life by preventing and controlling disease, injury, and disability.
2. To build, promote, and support our town's arts and creative community.
3. To propel higher education to increase the number and advance the prominence of diverse communities of women in engineering.

## Vision

1. Healthy people in a healthy world
2. A vibrant, artistic, and economically robust community
3. 50/50 by 2050



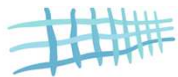
[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams



# Vision statement characteristics

- Short (short enough for board members to memorize)
- “Nouny”
- Externally-facing
- The how isn’t here either



[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams

# Vision statement “formula”:

How the world of the future will be different

Examples:

A diverse community with quality, affordable housing for current and future residents of modest means

A society that values older adults and people with disabilities

A well-nourished community

A region free of food insecurity

All New Haveners will treat their historic places and spaces as irreplaceable assets

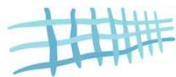
An equitable built environment that helps to heal people, communities, and planet

Our town will be a vibrant, artistic, and economically robust community

The human right to age with dignity and quality of life in a thriving and caring community

Theatre for everyone

50/50 by 2050

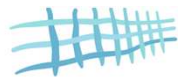


[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams

# Elevator pitch – “tell me about that”

- Mission
- Three major activities – your big “hows”
- One big result or a data point or a story – yours or a beneficiary
- Vision
- (Conversation)
- THE ASK



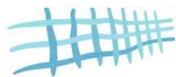
[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams

# **The Reading Tree, a (fictitious) nonprofit organization**

We excite and equip children with the fun and power of reading

- Three major activities – “how”
  - Train after-school tutors with proven methods for teaching reading
  - Make sure each child has a library card and books of their own
  - Provide a reading component for day camps so kids don’t lose ground during the summer
- One big result or data point
  - Start at an average of two years behind: after a year, at or above
- Vision
  - contributing to communities of open-minded thinkers, readers, learners
- A story



[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams

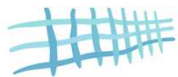
# How to engage your board – some ideas

- Run the workshop recording with the board
- Sign up for a consulting session with some other board members
- Ask board members to memorize mission and vision – they won't want the 80-word one anymore!
- Take every opportunity to reinforce the mission and vision: print on agendas, board communications, name tags, etc.
- One person practice at every board meeting/share a success story
- Make it part of a retreat or workshop – powerful session with mental health org
- (Jackie Downing's process) Each board/staff member silently write a pitch. Each person read aloud to the group, one by one, no discussion. When all finished, discuss and choose all the juicy bits until you have completed the collective speech.
- Board and staff record elevator pitches and share with each other



[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams



[lumenanceconsulting.com](http://lumenanceconsulting.com)

Consulting and coaching for transformative organizations, leaders, and teams