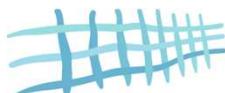




Hone Your Mission and Vision Statements and Your Elevator Pitch

Nancy Alexander
Lumenance Consulting LLC

26 January 2026



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

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

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

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

Consulting and coaching for transformative organizations, leaders, and teams

Mission statement formula

What you do, for whom, with what benefit

Drive	Excite	Ignite
Propel	Rally	Guide
Accelerate	Champion	Plant
Build	Forge	Produce
Advance	Create	Pioneer
Lead	Magnify	Mobilize
Nurture	Advocate	Unite
Serve	Reveal	Promote
Inspire		



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
Consulting and coaching for transformative organizations, leaders, and teams

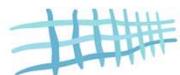
Mission-Vision Pairs

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

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

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

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

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

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

Consulting and coaching for transformative organizations, leaders, and teams



lumenanceconsulting.com
Consulting and coaching for transformative organizations, leaders, and teams