

CAT MISSION WORKSHEET

Questions to discuss when writing a mission statement:

1. Why does our CAT exist?
2. The need or problem that we are trying to resolve is...
3. Our constituency / the group or people that have a need or problem are...
4. The change we hope to create as a direct result of our work is...
5. We plan to make that change by...
6. What sets us apart from all others is that we...
7. Our special expertise is...

The purpose (mission) of our CAT is:

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The MISSION of an organization or group is a statement of identity: it is WHY the organization exists.

Your CAT's mission describes the purpose and identity of the CAT. A CAT mission statement will usually specify:

- **WHO** makes up your constituency (people in the community).
- **WHERE** your work is focused (local, town, city, county, etc).
- The **DESIRED IMPACT** of the group's work on individuals and/or society at large.
- The **PRINCIPLES** that guide the group's work.
- What kind of **SOCIAL CHANGES** the group seeks to bring about.

A good mission statement:

1. Is clear in meaning for every member of the CAT as well as for those outside the organization.
2. Is precise, concise, and easily remembered.
3. Presents the purpose of the CAT clearly and concisely and refers to:
 - The needs or problem the group is working to resolve, without referring to the specific product or service it offers;
 - Its clients or constituents;
 - The basic philosophy and approach of the group;
 - The specific expertise or competence the group / organization brings to the solution.
4. Is flexible, but not open to a wide variety of interpretations.
5. Provides direction to the group and serves as a guide for decision making.
6. Is realistic, achievable, and based on the beliefs and values of the group and its parent organization.