

## Mission Statement Worksheet

### Part I

1. What are you hoping to do with your project? When someone asks you about it, what do you say? What medium(s) will you be using?

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2. Why do you want to do this? What's at the heart of this desire? What aspects can't you stop thinking about? What excites you about it?

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3. Who is this for? Who are you hoping will attend/join/collaborate with you? What communities are you hoping to serve and interact with?

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As you answer these questions, you may discover that your project is more focused on your work as an individual artist rather than engaging a community or meeting a community need. That could mean that your project should be developed as a for-profit project, or it could mean that you need to do more deep digging about the “charitable good” part of your project.

If you discover that your project works better as a not-for-profit, that's a great thing to discover at this stage! You can start to seek resources and funding outside of the not-for-profit sphere to make it happen. Fiscal sponsorship isn't for for-profit ventures, but that doesn't mean that there aren't any other avenues for getting the work done. Check in with your local regional arts council or state arts board to find other opportunities.

### Part II

Once you have some ideas written down, start putting sentences together based on your answers to the above questions. Take out any extra words or phrases that are redundant or saying the same thing you've already said. Look for vague language and make it more specific where possible. Get feedback, and then write another draft.

Here's an exercise from one of our Work of Art units that will help you find compelling language.

#### **Getting Feedback**

Choose a few versions of your mission statement. Find a few people to give you feedback on what you've created so far. Ask them what words they remember well; what words were “sticky”. Take note of what resonates with them and what they remember. The words that stick with listeners and readers will help lead you to your unique mission statement.