



Crafting Your Mission Statement

Guidelines for Student Organizations at Saint Mary's College of California

Purpose of a Mission Statement

*A mission statement explains **why your organization exists** and what it seeks to achieve. It should:*

- State your ***purpose and goals***
- Reflect your ***values and philosophy***
- Describe ***what you do and who you serve***

Key Questions to Guide You

When drafting, ask yourselves:

1. **Who are we?** (Who do we represent?)
2. **What do we value?** (What principles guide us?)
3. **What do we do?** (What activities or aims define us?)
4. **How do we do it?** (What approaches or strategies do we use?)

Writing Tips

- **Collaborate:** Invite input from members and advisors.
- **Be concise:** Aim for 3–5 clear sentences.
- **Learn from others:** Review sample statements, but make yours unique.
- **Revise thoughtfully:** Draft, refine, and revisit until it feels right.
- **Share widely:** Post on your website, social media, and promotional materials.