Mission vs. Vision Statement

Answer/Descriptions	Mission	Vision
Purpose	Describes HOW you will get to where you want to be	Describes WHERE you want to be in the future.
Question it answers....	Why do we exist?	What is your desired end state? What will the future look like if we fulfill our mission?
Time Factor	What we do in the PRESENT	Where we want to be in the FUTURE
Length	Brief statement. It should pass the "T-shirt" test, meaning, it should be able to be printed on a t-shirt and still be readable.	It is not a statement, it is a snapshot and can be longer than a mission statement.
Purpose	To inform	To inspire
Effect	To clarify	To challenge
Key Components	Who is our "target audience? What service and/or commitment does our organization have to them?	Words to generate hope for a brighter future and clarify core values of the organization
Distinguishing Features	Provides an overview of our plans	Expresses our optimal goal and reason for existence
Change	Mission statements should be evaluated regularly and can be modified to adapt to changes in community needs/target population. It should only be changed if strategies or services need to be changed to achieve your vision.	Vision statements should not be changed drastically because this "desired result" is essentially the foundation of the organization. It is the "WHY" behind your organization which means any changes should be very carefully considered.

Sample Mission Statement: Charity Water is a non-profit organization bringing clean and safe drinking water to people in developing nations.
Sample Vision Statement: Charity Water believes that we can end the water crisis in our lifetime by ensuring that every person on the planet has access to life's most basic need—clean drinking water.

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