



Writing a Mission Statement

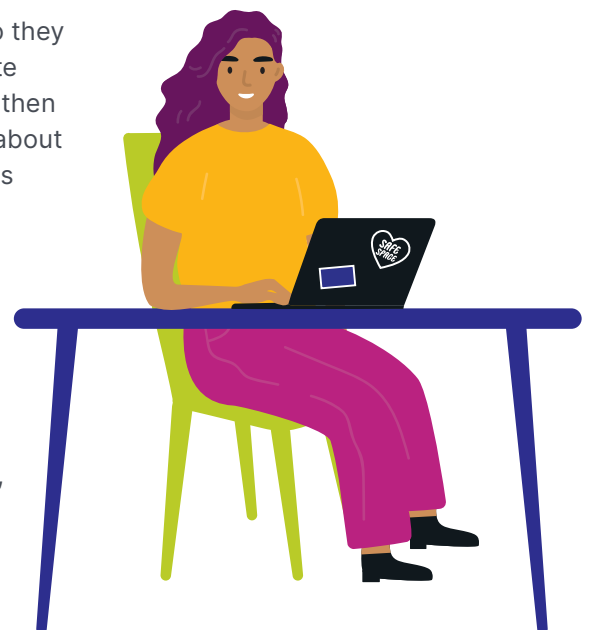
The purpose of a mission statement is to identify why the club exists, spell out the goals and philosophy of the group, and explain the club's work. Creating a mission statement for your group will give you direction and purpose throughout the year, and will inform others of what your group is about.

HERE ARE SOME QUESTIONS TO CONSIDER WHEN WRITING YOUR MISSION STATEMENT.

- Who are we? Who can be part of our group? Is it LGBTQ+-only? Youth-only?
- What are our values? What do we stand for? What are the key elements of our group's philosophy?
 - Examples include: Safety, Respect, Liberation, Joy, Service, Education, etc.
- What do we do? What are our goals? What does our group want to achieve in the short, medium and long term?
 - Examples include: raise awareness of anti-LGBTQ+ harassment in our school and in society, provide a safe and supportive place for LGBTQ+ students and allies, build intersectional solidarity among students, etc.
- How do we do it? How are we going to achieve our goals?
 - Examples include: promoting or passing anti-discrimination school policies, advocating for the removal of police on campus, working with teachers to develop lesson plans on LGBTQ+ history, organizing a coalition of allies in the school community, holding fundraisers to purchase LGBTQ+-inclusive library materials, and holding weekly meetings where students can find support.

FIVE TIPS FOR WRITING AN EFFECTIVE MISSION STATEMENT.

1. Brainstorm your club's values. What do members care about? Why do they want to be part of this group? What do they care about? You can invite members to brainstorm values on post-it notes or a Google Doc, and then see what comes up most often. From there, you can choose a set of about 5 values that will shape the mission of your club. If it's helpful, use this [list of over 200 sample values](#) as a starting point.
2. Examine other mission statements to come up with ideas for your own. There are a few sample mission statements at the bottom of this document, but if you need more ideas, Google "GSA mission statements". It may also be helpful to look at mission statements from other clubs at your school.
3. Invite input from club members. Depending on how large your club is, it may not be feasible to workshop a mission statement with every single member of the club. However, you can ask folks to submit potential mission statements via a Google Form, vote on the top three, and combine ideas from them to make a statement that everyone is comfortable with.



4. Keep it concise. Your mission statement doesn't have to include every single thing your GSA plans to do; it should just be a set of principles that help guide the activities of your club. Two or three clear, focused sentences is a great length.
5. Share your mission statement widely. If your club has a website or social media account, include it there. You can also share it on club posters and at the beginning of meetings to ensure everyone is on the same page about the club's purpose.

SAMPLE MISSION STATEMENT.

- If you're having trouble coming up with a mission statement on your own, you can fill in the mission template below and edit it to suit your needs. You do not have to follow this format, so if you want to add to or change the template, feel free to do so.

"The mission of the [School Name] [Club Name] is to [raise awareness of LGBTQ+ issues/support the LGBTQ+ community/advocate for the safety and inclusion of all students] through [list of three actions]."

For example:

"The mission of the Cedar Ridge High School Gender and Sexuality Alliance is to advocate for the safety and inclusion of all students through community-building, professional development, and grassroots organizing."

For more information and to check out all of our GSA resources and programming, visit www.glsen.org/gsa. If you have questions or need support, send us an email at students@glse.org. To learn more about glsen, head to www.glsen.org, or find us on Instagram, Facebook, and Twitter @glse.
