

Talking About Values

We know a mission statement is standard for an organization and a vision statement too. A statement of values is equally essential because it captures the human dimension of an organization. It can unite staff, attract volunteers and board members – not to mention those vital partners, your donors. Putting a values statement into words starts with a conversation. Use these questions as food for thought for talking about values.

Connecting with Mission and Vision

- When you read your organization's mission statement, what values stand out?
- When you read your organization's vision statement, what values stand out?
- What would you express in your statement of values to ensure it connects to your mission and vision?

Defining Values from Various Perspectives

- When you meet those served by your organization, what value words do they use or would capture their experience with your nonprofit?
- When you meet donors, how do they describe what inspires them to give through your nonprofit?
- When you meet volunteers, how do they describe what prompts them to give their time to support your cause?
- When you meet community members, how do they perceive your organization and what value words do they use or imply in describing it?

Considering Values from Your Experience

- What do you value in others within the organization?
- What do you feel is valued about you and your service?
- What is most important to you to include in a statement of values about this organization?