

## Stating Your 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 board members and volunteers — not to mention those vital partners, your donors. Putting a values statement into words starts with a conversation. Use these questions to spark your staff/board discussions.

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### Connecting with Mission and Vision

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

### Defining Values from Various Perspectives

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

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

**Next Steps:** Compile ideas for a further whittling down to essential values. Then compose into a statement and circulate for buy-in and approval. Statements of this sort take time to create. But the effort is worth the clarity they bring.