

Charity Vision, Mission Statement and Values

Responses to further development requirements from Vision Day B&NES 20
September

Specifics of Vision- sources of ideas etc.

<http://www.diycommitteeguide.org/resource/vision-mission-and-values> Contains a downloadable worksheet for creating a Vision Statement.

Your 'Cut-out and Keep' guide to charity Vision, Mission and Values (or VMV)

<http://blog.charitycheckout.co.uk/your-cut-out-and-keep-guide-to-charity-vision-mission-and-values-or-vmv>

8 Elements of a successful vision statement:

<http://www.thenonproffitimes.com/management-tips/8-elements-of-an-effective-vision-statement/>

See also the following:

- **Setting the Right Strategic Direction NCVO**
presentation: <http://www.slideshare.net/NCVO/am1-complete>
- **Guide to Strategic Planning** (Women's Resource Centre): <http://thewomensresourcecentre.org.uk/wp-content/uploads/Strategic-Planning-Guide-Final-whole.pdf>
- **STRATEGY FOR VOLUNTARY ORGANISATIONS** (includes case studies) - KnowHowNonProfit: <https://knowhownonprofit.org/organisation/strategy>
- **THE STRATEGIC PLAN** - KnowHowNonProfit: <https://knowhownonprofit.org/organisation/strategy/options/plan>

Case studies of successful and Unsuccessful visions

Successes:

- Try <http://www.cranfieldtrust.org/case-studies> some of these are about clarifying vision and translating it to a framework of action e.g <http://www.cranfieldtrust.org/case-study/cranfield-trust-commercial-skills-work-charity-insight-and-passion-support-fathers>

- <http://www.sustainlive.org/sustainability-change-management/strategy-for-sustainability/> *“Compelling visions are felt in the heart and understood in the mind” – Bob Doppelt, Leading Change Towards Sustainability.*
- Some case studies of [The Management Centre](http://www.managementcentre.co.uk/case_studies/leading-gateway-from-good-to-greatness/) deal with vision and how it is translated into action e.g. http://www.managementcentre.co.uk/case_studies/leading-gateway-from-good-to-greatness/

Failures:

- **A Blurry Vision: Reconsidering the Failure of the One Laptop Per Child Initiative** <http://www.bu.edu/writingprogram/journal/past-issues/issue-3/shah/>
- **7 REASONS NONPROFITS FLOUNDER OR FAIL** : <http://valcort.com/7-reasons-nonprofits-flounder-or-fail/>
- **WALKING THE TALK (REALLY!): WHY VISIONS FAIL.** This is a business model but there may be interesting correlations with the Charity sector e.g. **“A vision is about personal passion. Without substantive ideas and concrete actions, the process becomes a joke.”** <http://iveybusinessjournal.com/publication/walking-the-talk-really-why-visions-fail/>

Importance of Fundraising Strategy informing other areas and the Social Mission.

Actually it is more that social mission informs fundraising strategy “A strong fundraising strategic plan starts with a solid foundational case statement. Simply put, this section describes who you are, what you believe in, your fundraising campaign vision, the steps to achieve it, and, **most importantly, how this plan reinforces your organization’s mission.**”

This is a quote from The **Nonprofit Fundraising Strategic Plan Guide** explores the fundraising planning process and breaks down each of the necessary elements that will allow you and your team to elevate your next campaign. ([Bonus: some helpful examples and templates to put this into action now.](#))

More opportunities to attend Leadership Networks – we will be looking at providing/advertising more of these this year.