**Step 5: Developing a Vision and a Mission**

The vision is developed collaboratively with all programs in the organization represented. See Appendix A of *Writing Your Strategic Plan* for an agenda template for a visioning meeting.

#### The Vision

(the future the organization is working toward)

Fill in the organizational vision here:

#### The Mission

The mission is a description of the core purpose, focus, and target population. Using the information gathered in the preparation phase, complete the statement below to develop the mission.

The mission of

(organization’s name)

is to provide

(organization’s products, tools, or services)

for

(target audience)

to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(outcome)