Define your mission

Creating a mission statement can help focus your philanthropic plan any time, but it’s especially important when considering how to grant during a local, national, or global crisis. If you already have a mission statement, review your plan to ensure it reflects your current desires. If it does, move on to: Consider your budget. If it doesn’t, read on.

Use the following questions to begin crafting your mission statement:

What cause is most important to me?

Who will benefit from my support?

Where should I focus my giving?

What common values are driving my goal(s)?
Here are a few examples of mission statements:

- The Davis family’s mission, during a national crisis, is to help support emergency medical services in response to a disaster in our home state of Connecticut.
- I will help support the immediate need for homeless shelters in response to the disaster-relief needs in my home state of Kansas.
- The Smith family is committed to making locally sourced, organic food available to the under-served communities of Philadelphia. We will work to support local organizations involved in sustainable farming and contribute to a better, healthier quality of life.

Bring it all together:

Keeping in mind your values, causes, and the examples provided, write your philanthropic mission statement below.

Mission Statement: