



Writing a Mission Statement for your Organization

Every month we supply quick, hard-hitting recruitment tips for chapters, councils and national organizations that want RESULTS. If you have the desire for better members, and more of them, then you have come to the right place.... Enjoy!

This months topic is writing a mission statement for your organization. This mission guides the future direction of your organization, keeps members focused on your future success and is a great tool to recruit high-quality new members who want to join something special. Your mission statement, which should be no more than a few sentences in length, can answer some of the following questions:

- Why are you in business as an organization?
- What type of new members are you targeting to grow your organization with?
- What images of your organization do you want to convey?
- What role do you play in your community?
- What values guide your decisions?

For a examples of mission statements for all Fortune 500 companies, visit:
http://www.missionstatements.com/fortune_500_mission_statements.html

Are you ready for better recruitment results in 2011? The biggest reason why organizations don't reach their recruitment goals is because they simply don't have a recruitment system in place that will produce the results they want, both in terms of quality and quantity.