



TASK 4: WRITING A MISSION STATEMENT

ACTIVITY 1: WRITING A MISSION STATEMENT

OVERVIEW

Writing a mission statement should incorporate three aspects.

The purpose of your group

How you will achieve this purpose

What principles or beliefs will guide your work

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First, look at these examples.

Example One: Greenpeace

Greenpeace is an independent, campaigning organisation which uses non-violent, creative confrontation to expose global environmental problems, and to force the solutions which are essential to a green and peaceful future. Greenpeace's goal is to ensure the ability of the earth to nurture life in all its diversity. Therefore Greenpeace seeks to

- Protect biodiversity in all its forms
 - Prevent pollution and abuse of the earth's ocean, land, air and fresh water
 - End all nuclear threats
- Promote peace, global disarmament and non-violence



Example Two: The NSPCC (National Society for Prevention of Cruelty to Children)

The NSPCC's mission is to end cruelty to children. Their vision is a society in which all children are loved, valued and able to fulfil their potential. In other words, a society that will not tolerate child abuse - whether sexual, physical, emotional or neglect.



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Example Three: The RSPCA (Royal Society for Prevention of Cruelty to Animals)

The RSPCA as a charity will, by all lawful means, prevent cruelty, promote kindness to and alleviate suffering of animals. The society intends to achieve its mission by: operating a strong and effective national, regional and branch organisation dedicated to providing a public service, delivering effective relief of animal suffering and enforcing the law working tirelessly to reduce the harmful impact of human activities on animals through education and campaigning maintaining, as an organisation, the highest levels of efficiency and effectiveness.



Example Four: ALF (Animal Liberation Front)

The ALF Mission Statement:

To effectively allocate resources (time and money) to end the "property" status of nonhuman animals.

The Objective of the Mission:

To abolish institutionalized animal exploitation because it assumes that animals are property.



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Example Five: Unlock Democracy

Unlock Democracy (or its successor name) argues and campaigns for a vibrant, inclusive democracy that puts power in the hands of the people. We seek a democratic participative process resulting in a written constitution. That constitution would define the roles and relationships between the Executive, Legislature and Judiciary. It would determine the manner and extent to which power is shared between representatives at local, national and the United Kingdom levels, and within international organisations.

We campaign:

- to ensure that the votes of all carry equal weight
- for transparency in public decision making
- to achieve legislative changes that modernise our governance
- to ensure that power is exercised as close to people as is practicable
- to empower individuals and their communities to have a greater say over the decisions that affect them
- for democratic accountability of all elected representatives, government and public bodies

We promote:

- a new culture of informed political interest and responsibility, paving the way for increased enthusiastic public participation
- a pluralist democracy that is responsive to the problems and aspirations of all people, valuing and accommodating difference and diversity. Everyone has the right to live their life in dignity under the law, and free from fear.

Unlock Democracy is a non-aligned organisation, committed to working inclusively across the political spectrum. We seek to build respect for human rights into our practice. We stand against cynicism and disengagement, and for a living democracy with the people, all the people, at its heart.



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	Does the mission statement indicate the pressure group's...						List any useful language from the mission statements	How effective do you think the mission statement is?
	...aims?		...methods?		...principles?			
Example One	Yes	No	Yes	No	Yes	No		
Example Two	Yes	No	Yes	No	Yes	No		
Example Three	Yes	No	Yes	No	Yes	No		
Example Four	Yes	No	Yes	No	Yes	No		
Example Five	Yes	No	Yes	No	Yes	No		

1 = NOT EFFECTIVE AT ALL; 5 = EXTREMELY EFFECTIVE