


Vision Statements

Vision Statement – an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action. – Business Dictionary




Vision Statement Examples

Make-A-Wish: That people everywhere will share the power of a wish.

Habitat for Humanity: A world where everyone has a decent place to live.

Save the Children: A world in which every child attains the right to survival, protection, development, and participation.

Source: Top Nonprofits



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Vision Statement Examples

Smithsonian: Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world.

Goodwill: Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life.

Source: Top Nonprofits



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Vision Statement Examples

Kiva: We envision a world where all people – even in the most remote areas of the globe – hold the power to create opportunity for themselves and others.

VFW: Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.

Source: Top Nonprofits



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Write out in no more than 2 sentences, how you will communicate your vision:
