



# GOTCHER CONSULTING GROUP, LLC

Are you getting the most for your mission?

## GOOD MISSION. BAD STATEMENT.

If nobody can understand what your nonprofit is doing and where you're going with the work, time, money, and eventually passion will be lost. Dull or unclear messaging in a mission and vision statement can hold a nonprofit's potential back in numerous ways. Instead, be sure these statements serve as your lead domino - poised to set everything that follows into motion.

Elements of a good MISSION STATEMENT:

**WHY DO YOU EXIST?**

**HOW DO YOU SOLVE A PROBLEM?**

**WHO DO YOU SOLVE IT FOR?**

**MAKE IT SHORT & CLEAR.**

**USE GOOD VERBS!**

A VISION STATEMENT should:

**BE IN PRESENT TENSE,**

**FOCUS ON THE FUTURE,**

**AND EVOKE EXCITEMENT ABOUT AN AMBITIOUS OUTCOME.**

**CONTACT**

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Top verbs used by nonprofits are SUPPORT, MAKE, & PROVIDE, which are short and clear, but we're so used to them that they aren't compelling.

What can you say that will get your leaders and followers more excited about what you do and what the future looks like?

## HOW GCG CAN HELP YOU

- Workshops to help nonprofit professionals and boards grow
- Strategic planning and fund development consulting
- The 90 minute agenda mover to coach leaders towards next-step clarity
- Copywriting and heavy editing to clarify your message
- Interim leadership to relieve transition trauma, reassure staff, and uphold culture



**VALERIE GOTCHER**

I'm a responsible, curious learner with a 10-year track record as an Executive Director. Vision Statements often fall flat, but I'm here to help clarify your long term objectives.

Reach out - and let's get started!

