

VISION AND PURPOSE STATEMENT |

a ConnectGroups Fact Sheet



INTRODUCTION

Developing a Support Group's Vision and Purpose statements can be confusing. Both are equally important and will define the value and outcome of what your Support Group wishes to achieve.

In a nutshell, your Vision statement defines what the future will look like, and the desired outcome; and the Purpose statement focuses on why your Support Group exists.

Research clearly articulates that peer Support Groups are established to fill a gap – so what is that gap and how are you intending to fill it for the benefit of your members and the community?

UNPACKING THE TWO CONCEPTS

Vision Statement

A Vision statement is a one sentence statement describing the clear and inspiration long-term desired change resulting from the work of your Support Group. It clearly defines the desired end state.

Top Tips:

1. Project 5-10 years in the future.
2. Dream big and focus on success.
3. Write it in present tense, rather than future tense.
4. Do not make it too long; summarise it in one powerful phrase.
5. Infuse it with passion and make it inspiring.
6. Align it with your Support Groups values and goals.
7. Use clear, concise, jargon-free language. Remember that it is statement that should inspire your current members as part of your retention strategy and future members as part of your attraction strategy.

Examples:

Connected, thriving communities.
(ConnectGroups)

Vibrant, inclusive, connected communities.
(Linkwest)

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Purpose Statement

A Purpose statement, also known as the Mission statement, defines what your Support Group is, why it exists, and its overall reason for being. It describes the overarching reason why your Support Group exists.

Top Tips:

1. Provides a clear direction of your Support Group.
2. Forms the backbone of your Support Group's promotional strategy.
3. Must articulate your purpose succinctly and clearly.
4. Needs to be memorable so that existing and new members can easily "recite" it.
5. Must state the impact of your Support Group.
6. Can include the services that your Support Group offers.

Before writing your Purpose statement, take some time to answer the following questions:

1. What does your support Group do?
2. Who are you developing this Support Group for?
3. Why are you doing what you do?

Examples:

Connecting the community through building Support Groups that aim to combat isolation and give hope for the future.
(ConnectGroups)

Supporting Neighbourhood and Community Resource Centres to develop vibrant, inclusive, and connected communities in Western Australia.
(Linkwest)

For more information on developing your Support Groups Vision and Purpose statements, contact ConnectGroups on (08) 9364 6909 or email info@connectgroups.org.au. Workshops and Intensive support via zoom, telephone or face to face are available to help you achieve your Support Groups goals.