

Mission Statement Worksheet

Find your mission at the intersection of three circles.

The Three Circles

Your mission lives where three things overlap. Fill in each circle:

Circle 1: What do you care about deeply?

Not just intellectually. Viscerally. The thing that makes your chest tight.

Circle 2: Where do you have access or credibility?

Who will listen to YOU? Your community, workplace, family, social circle.

Circle 3: What's achievable incrementally?

Not "end factory farming." What needle can you actually move?

Where They Overlap — Your Mission

Draft Your Mission Statement

Use this format: "I help [specific audience] understand [specific thing] so that [specific outcome]."

Examples

"I help my rural neighbors understand that feral cats can be managed humanely through TNR, so that fewer cats are killed at the county shelter."

"I help first-generation sanctuary founders understand financial compliance so that they can keep their 501(c)(3) status and stay open."

"I help parents in my school district understand where their food comes from so that they make more informed choices at the grocery store."