

Clarifying Your Community Purpose

Introduction	<p style="text-align: center;"><i>“Together, Everyone Accomplishes More”</i></p> <p>Is there something missing from your personal or professional life? Something that fits the description of a Mastermind Group? ... a group of like-minded people who collectively brainstorm ideas and strategies to help each other move forward.</p> <p>The Mastermind Group model is an effective approach for connecting people who might not otherwise have the opportunity to interact on a regular basis. It provides an environment for safe collaborative dialogue between people who come together to explore new possibilities, solve challenging problems, and create mutually beneficial opportunities.</p> <p>This worksheet provides a 5-step process for creating a vision and mission statement that could secure the support needed to create a community group based on this proven model.</p>
What to do	How to do it
Describe your desired members, their challenges and the benefits of membership.	<p>What do you believe are the roles, responsibilities, wants and needs of your desired members?</p> <p>What do you believe are the challenges desired members are facing?</p> <p>What do you believe are the benefits group membership would provide?</p>

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Using the information generated above, create a vision and mission statement that summarizes how group membership will add value to participants.

Select the three most important items from your members' wants and needs, challenges and benefits lists. Then, use them to create a brief statement that creates a desire to join.

When you have finished your initial draft, share it with someone that can give you feedback from the perspective of your ideal members.

Your Vision and Mission Statement