

Fundraising Mission Statement for Nonprofits



0% Platform fee, so let's start.

It can be hard to define the true vision of an organisation when it comes to a meaningful mission statement for nonprofits. Having the right mission statement can help establish a strong foundation for the organization. In the context of a nonprofit mission statement, it should reflect a positive impact as well as the commitment of the organization. A well-designed and consistent nonprofit mission statement can help establish a strong sense of charity and attract potential donors.

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What Are Mission Statements?

A mission statement is a statement that describes the foundation and the true purpose of the organization. The mission statement usually delivers the organizational mission and goal in a short and simple manner. For non-profits, it is important to portray the simplicity of all the charitable activities to the target audience. This is why a non-profit mission statement can be one of the best ways to be transparent about its ethics, just through a single phrase.

Are you planning to [start fundraising](#) for your nonprofit? Try [WhyDonate](#) now for free.

How Do You Write A Mission Statement For A Charity?

A good mission statement serves as a framework for your organization's strategy and can help guide you through various activities. It can also help you prioritize what's important to you. So here are some wise points to remember while crafting a mission statement for nonprofits –

1. A Welcome Sight

Make sure the mission statement demonstrates perfectly the sole purpose of the nonprofit in a simple way. It should represent the organization as a whole. In other words, just pour the main focus of the nonprofit into a few simple lines. Ensure a clear and informative mission statement with absolutely no exaggeration.

2. Coming Together Is A Beginning

It is very important to show team spirit through the mission statement. After all it is the dedication of the employees and the volunteers of the nonprofit that shows how passionate they are about what they do. So showing the unanimity of the organization can be really impactful for mission statements for nonprofits.

3. Motivate And Make A Difference

The sole purpose of the mission statement of any organization is to let people know what they do and encourage them to join the organization to make progress. That is why motivation is highly necessary to bring people on board. Simply stand for who you are and why you do it. Answering questions and welcoming people to participate in the process can be of great advantage.



What Are The Good Examples Of A Mission Statement In Europe?

1. UNESCO (France)

The United Nations Educational, Scientific, and Cultural Organization (UNESCO) is widely popular and well-known for promoting world peace and security through education and cultural activities.

“UNESCO’s mission is to contribute to the building of a culture of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information.”

2. War Child Holland (Netherlands)

War Child is a non-profit organization that works to improve the well-being of children affected by armed conflict.

“War Child works exclusively to improve the resilience and wellbeing of children living with violence and armed conflict. We empower children in everything we do. We work to unleash their inner strength through our creative and engaging approach. We deliver vital child protection, education and psychosocial support.”

3. Deutsche Aidshilfe (Germany)

Deutsche Aidshilfe is a nonprofit organization that works together to prevent and promote the health of people living with HIV/AIDS in Germany.

“Our goal is to ensure that society as a whole, as well as each individual, is able to handle the risks of HIV/AIDS, hepatitis and other sexually transmitted and drug-related infections in an informed, self-determined and responsible way. This specifically means: We want to empower people and enable them to be able to and want to protect themselves and others in as many situations as possible.”

4. Dianova (Spain)

The goal of Dianova is to help people overcome various social challenges such as poverty, violence, and addiction. Through its programs, the organization aims to provide individuals with the necessary support to achieve their goals.

“Developing initiatives and programs with the objective of promoting personal self-reliance and social progress”

5. Médecins du Monde (France)

Médecins du monde, also known as Doctors of the World, aims to put an end to health inequities. Founded in France, it has spread to 64 other countries worldwide to provide emergency and long-term medical care to people who need it.

“Doctors of the World (Médecins du Monde) is an independent international voluntary movement working at home and abroad. Through innovative medical programs and evidence-based advocacy, we empower excluded people and communities to claim their right to health while fighting for universal access to health care.”

Start Crafting A Fundraising Mission Statement For Nonprofit

Keeping up with the reviews of the mission statements is as equally important as writing the nonprofit mission statements. So don't just write and stop. Keep thinking about more possibilities and always consider making improvements. Through [WhyDonate](#), nonprofits can reach out to people and start raising money for their valuable campaigns.

Because the mission statement of WhyDonate is –

“Our Mission is to Empower Charities and Individuals by Providing Free Fundraising and Making Their Dreams Come True.”

Be creative and insightful. Start writing a [nonprofit mission statement](#) now!