

Mission Statements



Question: What is a Mission Statement?

Answer:

- A mission statement ANSWERS three key questions:
 1. What do we do?
 2. For whom do we do it?
 3. How do we do it?

- A mission statement SHOULD:
 1. Define who you are, whom you serve and how you serve them.
 2. Be clear enough to serve as a test of every action made by the district at any time.
 3. Be short, no more than two sentences. If it is too long, people cannot remember it.
 4. Be a brief answer to the question, “ Well, what exactly does the Conservation District do?”

Developing a Mission Statement

Use the answers to the following questions as a guide for drafting an appropriate mission statement for your conservation district:

1. What do you hope to accomplish as a result of your efforts?

2. How do you plan to accomplish these goals?

3. For whose benefit does your district exist?

Weave together your responses from these questions into a single statement:

The mission of our district is to do “what” for “whom” by “how”.

Evaluate your statement:	Yes	No	Somewhat
a. The statement is realistic			
b. The statement is clear and concise			
c. The statement reflects our values and beliefs			
d. The statement demonstrates a commitment to serving the public good			
e. The statement clearly separates the mission of our district from other organizations			
f. The statement is powerful			

Based on your evaluation of the statement, jot down possible changes you can make.

Now, rewrite your mission statement based on those changes.

Share this draft with three people outside your organization for their comments. Be sure to include at least one person who may not be at all familiar with your issues.



After reviewing their comments, write your final mission statement.

[See Long Range Program Instructions](#) for more detailed information on developing mission statements.

Mission Statements for Conservation District Partners:

The **Colorado Department of Agriculture (CDA)** is committed to strengthening and advancing Colorado's agriculture industry, ensuring a safe, high quality, and sustainable food supply, and protecting consumers, the environment, and natural resources.

The mission of **Colorado State Conservation Board (CSCB)** is to build the capacity of local conservation districts in developing and implementing cooperative programs for the conservation and stewardship of natural resources for the people of Colorado.

The mission of **Colorado Association of Conservation Districts (CACD)** is to be the guiding force directed by the Conservation Districts of Colorado to educate, promote, help obtain funds, and provide information on issues and programs aimed at enhancing and protecting our natural resources.

The mission of the **Natural Resources Conservation Services (NRCS)** is "Helping People Help the Land". NRCS provides products and services that enable people to be good stewards of the Nation's soil, water, and related natural resources on non-Federal lands.