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| Purpose |
| Start by understanding ‘why’ your club exists. Getting in touch with your big WHY is really important. It’s more than just running events. How do you improve life on campus for your members? |

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| **Mission – Why does the club exist?** | |
| Your mission is a concise statement of why the club exists. Start by looking at the objectives in your constitution and try to capture how it ‘feels’ to be part of your club. | |
| What are your objectives from your constitution? |  |
| How could you summarise these objectives into a single sentence that captures WHY your club exists? | *A mission statement for a performing arts club may be along the lines of this example:*  *Our club exists to create a supportive community where performing arts students can explore their talent and expand their creativity.* |

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| **Vision – Where do you want to be?** | |
| Your club’s vision then looks into the future. A vision statement can describe what your club hopes to achieve, or where you would like the club to be. | |
| What do you want the club to look like and feel like in the future? |  |
| How could you summarise these ideas into a single sentence that captures the future vision for your club? | *Your mission and your vision don’t need to be too serious. What about something like:*  *Our club helps performing arts students build long-term relationships by providing awesome performance opportunities and the most engaging events on campus.* |

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| **Values - What do you believe?** | |
| When writing your values, keep it interesting. Don’t settle for boring words like ‘integrity’ or ‘honesty’. You shouldn’t have to write these words down to remind your members to live by them. Instead, be creative and focus on how your club embodies its values. | |
| What are the values that you feel your club embodies? | *Example values include:*  *Everyone needs some applause.*  *We love the planet.*  *There’s always room for dessert.*  *All the world’s a stage, so it’s big enough to share.* |