

State Coalition Mission Statements

How Strong is Yours?

Overview for State Coalitions

Every state coalition should have a mission statement. A mission statement is a short, powerful declaration that explains why your organization exists; its purpose and intentions; and what specific action is required to achieve the mission. It should be noted that a mission statement is usually separate and different from a vision statement.

A mission statement is an action-oriented declaration of how the organization currently serves its audience; while a vision statement describes where the organization will be once it achieves its mission. Sometimes, both the mission and vision statements are combined into a more comprehensive “mission statement” that can speak and inspire internal and external audiences such as Partners, Board members, consumers, and other stakeholders.

In the simplest form, a mission statement consists of: 1) What you do; 2) How you do it; and 3) Why you do it.

Jump\$Start requires its affiliated state coalitions to adopt missions that align with the national mission, but are unique to each state.

Examples of Jump\$Start Coalition Mission Statements:

Jump\$Start Coalition for Personal Financial Literacy (National Organization)

Jump\$Start is a coalition of diverse financial education stakeholders. These organizations work together to educate and prepare our nation’s youth for life-long financial success. (**Vision:** We envision a nation of financially capable youth.)

California Jump\$Start Coalition

Our mission is to further personal financial knowledge among California students. We empower our partners, educators and communities to implement financial education in the classroom.

Iowa Jump\$Start Coalition

The Iowa Jump\$Start Coalition seeks to improve the personal financial literacy of all Iowans. (**Vision:** The Iowa Jump\$Start Coalition envisions a time when all Iowans will be financially literate and equipped to achieve lifetime financial goals upon graduation from high school.)

Maine Jump\$Start Coalition

The mission of the Maine Jump\$Start Coalition for Personal Financial Literacy is to improve the financial knowledge of Maine citizens, with a special focus on Pre-K through college-aged students, including adult learners. Working collaboratively, the Coalition seeks to increase awareness and provide training and support to Maine educators while also promoting educational resources and fostering communication among agencies and individuals who provide financial education to Maine families.



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Texas Jump\$tart Coalition

Texas Jump\$tart connects diverse financial education champions who work together to prepare Texas youth for lifelong financial success. (**Vision:** We envision a nation of financially capable youth.)

State Coalitions' Role

- Each state coalition is encouraged to create its own mission statement if they don't already have one.
- Mission statements should be formally adopted by the state coalition's board.
- A state coalition can amend its mission statement, but this should be done infrequently. The national Jump\$tart mission statement was amended in conjunction with its strategic planning retreats in 2006 and 2012.
- State coalitions can post their mission statement on their coalition website and/or other strategic places that can help garner publicity and support.
- State coalitions are welcome to utilize the national Jump\$tart mission and vision statements as a starting point, but should customize them for their own state.

Resources:

How to Write an Awesome Nonprofit Mission Statement (<https://donorbox.org/nonprofit-blog/nonprofit-mission-statement/>)