

<b>Attributes</b>	<b>Mission Statement</b>	<b>Vision Statement</b>
Source	The Gospel	The Mission Statement
About	Defines the primary purpose of the parish	Articulates the primary purpose in future terms - what we hope to become
Answer	Answers question, "How do we fulfill the primary purpose?"	Answers question, "How do we fulfill the primary purpose in future terms?"
Time	A mission statement talks about the present.	A vision statement talks about the future, interim major goal(s) and/or the ultimate goal
Function	Lists the main activities of the parish, which define how success is gauged	Describes the parish some years from now, inspires best effort
Audience	Staff, parishioners, seekers	Present and rising generations
Alteration	Mission statement language may change, but always based on gospel.	Restated in strategic planning, or after achieving major goal, based on mission
Developing a Statement	What do we do today? For whom do we do it? What is the result? In other words, Why do we do what we do? What, For Whom and Why?	Where do we want to go? When do we want to reach there? How do we want to do it?
Features of a Statement	Succinct, active voice, "power verbs", crystal clear	Inspiring, moves into the Kingdom, transforming, bright future, gets parish marching forward together
Reviewed	Every few years, when parish at a crossroads, in strategic planning process	When key decisions are required on programs, ministries, facilities, in strategic planning process
Author	Draft by priest, reviewed by parish council	Draft by priest, reviewed by parish council
Tag Line	A memorable phrase or sentence that encapsulates the mission	A memorable phrase or sentence that is designed for dramatic effect
Use	Bulletin, newsletter, poster, capital campaign, stationery, stewardship, business card, measures performance, "Do our ministries, programs and funding prioritiest really fulfill our mission?"	Bulletin, newsletter, poster, capital campaign, endowment, stationery, business card, for policy formulation, decision making, "How does what we are deciding move us toward the ultimate goal/achievement of our vision?"