



## How to Create a Statement of Purpose

The Statement of Purpose functions as the heart of a group's development strategy. It provides a focal point to ensure group members agree on and understand the role the group will undertake and/or the services it will deliver and what the group wants to achieve. It is also a way of identifying your group to prospective members, health professionals and service providers. This will help retain and recruit new members, ensuring there are always people to share ideas and tasks, make friends and have fun. The process of creating a statement will ensure that all members understand the groups purpose and feel loyalty to the group

**As you develop your statement of purpose, make sure it has the following requisites:**

- A statement should say who you are, what you do, what you stand for and why you do it.
- A Statement of Purpose is not a slogan, goal, business plan, ad or public relations piece.
- An effective statement is best developed with **input from all the members of the group**. Statements are usually 3-4 sentences long.
- Effective statements take time – usually at least a week or two. This allows for input and final editing.
- Simplicity, honesty and frankness are components of an effective statement.
- Review and edit your statement on a regular basis. If necessary you can change your statement to reflect the changing needs of the group and your members.
- Make certain all in the members of the group get a copy of the statement.
- Ensure that new and prospective members are also given a copy of the statement.
- If properly developed, the Statement of Purpose will flow over into every aspect of your group work - promotion, group dynamics, networking etc.

**Write it down and keep it close at hand.**

Why? Because it will keep you fully focused on what needs to be done and why it needs to be done!

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