



# So, You Want to Start a Youth Program?

Session I – Mission & Motives Workbook

# So, You Want To Start a Youth Program

## Session I - Mission & Motives

Congratulations for investing in you and your vision. So often, people have great ideas and concepts that are formulated in their heads and hearts, which unfortunately never make it to the drawing board. Then you have others, who have gone a step farther to write the vision down in a notebook or on a sticky, yet it is kept in secret as the wait until the “perfect time (which we all know NEVER comes). Lastly, there are even fewer who invest the time and energy to make their dreams a reality. That’s YOU!!! Hats off to you for dedication and determination to see your dreams come true.

### Do Your Homework and Check Your Motives

Before you go through the trouble, cost and potential stress of laying a full program, the first step is to determine if there is even a need.

Why are interested in taking this huge leap? Are you a disgruntled youth worker who did not get your way at the last program you worked at? Are you motivated by money and fooled by a thought of big grants and millionaire donors? Or, are you really moved by a passion to see youth empowered and developed to their full potential. Only you alone can answer these questions.

The reason I pose these questions is because the reality is people are moved by many motives. I’ve seen it over the years and one thing I know is if your heart is not right, or if you have not been truly called to venture into this field, then STOP HERE (Do Not Pass Go).I don’t mean to be harsh and so frank, but it may very well be that your gifts, ideas and talents would be better utilized volunteering or helping to build another organization. The reality is not every one is built for this task. It has nothing to do with being better than or less than one another. As one who has walked the road, I can tell you that developing a solid, successful youth program is more than programs and fieldtrips. It is a huge responsibility and frankly, hard work. But the great news is if you are truly called by God to do this work, He will do the hard work for.



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### Questions to Consider...

- What population(s) will your organization serve?
- What issue/needs does your target population face?
- What is the root cause of the issue facing your target audience?
- How will your organization address/combat the issue(s)?
- What personal and/or professional experience do you bring to the table?
- Are there specific skills or educational requirements needed to achieve your organizations goal?
- What potential supporters/partners could join you in your efforts to provide services to your target population?
- How will people in your target population receive services through your organization? (through afterschool program, athletics, life-skills training, conferences, events, etc...)
- Where will your organization provide services (at school, church, online, afterschool, correctional facilities, other agencies, etc.)?
- What organizations or other programs model what you desire to do?
- What makes your organization different?
- Where do you feel your greatest strengths lie as an organization?
- Where do you feel your greatest challenges lie as an organization?

These are just a few questions to get you going. Brainstorm all the possibilities during this planning process to ensure you have taken a look at all aspects of developing a program.



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## Your Vision

- ▶ Should be achievable but at the same time be challenging and compelling, stretching you beyond your comfort zone.
- ▶ Should give you focus.
- ▶ Should ignite passion and drive.
- ▶ Should give hope for the future.
- ▶ Should inspire others to join your cause.
- ▶ Should be easy to understand.



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# So, You Want To Start a Youth Program

## Session I - Mission & Motives

### Vision Activity I

Who is the primary target group of your organization? Be as specific as possible.

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What is the need or problem facing this target group and how does/will your organization address the issue?

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Who is the secondary target group of your organization (if applicable)?

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Write the vision of your organization below:

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Write the vision of your organization below:

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# So, You Want To Start a Youth Program

## Session I - Mission & Motives

### Vision Activity II

Write a vision statement for your organization:

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	Yes	No
Is the vision clearly articulated and easy to understand?	<input type="checkbox"/>	<input type="checkbox"/>
Is the vision attainable?	<input type="checkbox"/>	<input type="checkbox"/>
Does the vision stretch the organization beyond its current level?	<input type="checkbox"/>	<input type="checkbox"/>
Does the vision give the clients, staff, volunteers and supporters a common vision?	<input type="checkbox"/>	<input type="checkbox"/>
Do the programs & services offered fit within the vision statement?	<input type="checkbox"/>	<input type="checkbox"/>

# So, You Want To Start a Youth Program

## Session I - Mission & Motives

### Values Activity I

Based on the values you indicated on the *Values Assessment* and any other values not noted, list the top 10 values of your organization below:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Yes**      **No**

Are the values noted above incorporated into your organizational vision/model?         

Do the priorities of the organization reflect the values noted above?                           

Does the organization select partners and supporters who share your values?                   

Are your organizational values communicated internally to members of your team?         

Have policies been created to ensure team members operate within the boundaries?         

Are your values posted or effectively communicated to your clients?                           

Based on the values noted above, write a clear and concise value statement for your organization below:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# So, You Want To Start a Youth Program

## Session I - Mission & Motives

### Values Activity II

Mark all the values that are important to you personally and professionally.

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> Acceptance      | <input type="checkbox"/> Excellence         | <input type="checkbox"/> Intimacy            | <input type="checkbox"/> Relationships   |
| <input type="checkbox"/> Achievement     | <input type="checkbox"/> Excitement         | <input type="checkbox"/> Justice             | <input type="checkbox"/> Reliability     |
| <input type="checkbox"/> Acknowledgement | <input type="checkbox"/> Expertise          | <input type="checkbox"/> Kindness            | <input type="checkbox"/> Religion        |
| <input type="checkbox"/> Appreciation    | <input type="checkbox"/> Exploration        | <input type="checkbox"/> Knowledge           | <input type="checkbox"/> Resilience      |
| <input type="checkbox"/> Approachability | <input type="checkbox"/> Expressiveness     | <input type="checkbox"/> Leadership          | <input type="checkbox"/> Resolve         |
| <input type="checkbox"/> Attentiveness   | <input type="checkbox"/> Faith              | <input type="checkbox"/> Learning            | <input type="checkbox"/> Resourcefulness |
| <input type="checkbox"/> Availability    | <input type="checkbox"/> Fame               | <input type="checkbox"/> Liberty             | <input type="checkbox"/> Respect         |
| <input type="checkbox"/> Awareness       | <input type="checkbox"/> Family             | <input type="checkbox"/> Longevity           | <input type="checkbox"/> Restraint       |
| <input type="checkbox"/> Belonging       | <input type="checkbox"/> Fearlessness       | <input type="checkbox"/> Love                | <input type="checkbox"/> Reverence       |
| <input type="checkbox"/> Boldness        | <input type="checkbox"/> Fidelity           | <input type="checkbox"/> Loyalty             | <input type="checkbox"/> Sacrifice       |
| <input type="checkbox"/> Bravery         | <input type="checkbox"/> Financial security | <input type="checkbox"/> Making a difference | <input type="checkbox"/> Satisfaction    |
| <input type="checkbox"/> Caring          | <input type="checkbox"/> Firmness           | <input type="checkbox"/> Mastery             | <input type="checkbox"/> Security        |
| <input type="checkbox"/> Clarity         | <input type="checkbox"/> Flexibility        | <input type="checkbox"/> Maturity            | <input type="checkbox"/> Self-Control    |
| <input type="checkbox"/> Comfort         | <input type="checkbox"/> Focus              | <input type="checkbox"/> Meekness            | <input type="checkbox"/> Service         |
| <input type="checkbox"/> Commitment      | <input type="checkbox"/> Frankness          | <input type="checkbox"/> Modesty             | <input type="checkbox"/> Sexuality       |
| <input type="checkbox"/> Compassion      | <input type="checkbox"/> Freedom            | <input type="checkbox"/> Motivation          | <input type="checkbox"/> Sharing         |
| <input type="checkbox"/> Connection      | <input type="checkbox"/> Friendliness       | <input type="checkbox"/> Neatness            | <input type="checkbox"/> Significance    |
| <input type="checkbox"/> Consistency     | <input type="checkbox"/> Fun                | <input type="checkbox"/> Obedience           | <input type="checkbox"/> Silence         |
| <input type="checkbox"/> Contentment     | <input type="checkbox"/> Generosity         | <input type="checkbox"/> Open mindedness     | <input type="checkbox"/> Simplicity      |
| <input type="checkbox"/> Control         | <input type="checkbox"/> Giving             | <input type="checkbox"/> Optimism            | <input type="checkbox"/> Sincerity       |
| <input type="checkbox"/> Courtesy        | <input type="checkbox"/> Gratitude          | <input type="checkbox"/> Order               | <input type="checkbox"/> Skillfulness    |
| <input type="checkbox"/> Creativity      | <input type="checkbox"/> Growth             | <input type="checkbox"/> Organization        | <input type="checkbox"/> Solitude        |
| <input type="checkbox"/> Credibility     | <input type="checkbox"/> Guidance           | <input type="checkbox"/> Originality         | <input type="checkbox"/> Speed           |
| <input type="checkbox"/> Daring          | <input type="checkbox"/> Happiness          | <input type="checkbox"/> Passion             | <input type="checkbox"/> Spirituality    |
| <input type="checkbox"/> Dedication      | <input type="checkbox"/> Harmony            | <input type="checkbox"/> Peace               | <input type="checkbox"/> Stability       |
| <input type="checkbox"/> Dependability   | <input type="checkbox"/> Healthy            | <input type="checkbox"/> Perceptiveness      | <input type="checkbox"/> Strength        |
| <input type="checkbox"/> Determination   | <input type="checkbox"/> Helpfulness        | <input type="checkbox"/> Perfection          | <input type="checkbox"/> Structure       |
| <input type="checkbox"/> Devotion        | <input type="checkbox"/> Holiness           | <input type="checkbox"/> Perseverance        | <input type="checkbox"/> Success         |
| <input type="checkbox"/> Dignity         | <input type="checkbox"/> Honesty            | <input type="checkbox"/> Philanthropy        | <input type="checkbox"/> Support         |
| <input type="checkbox"/> Discernment     | <input type="checkbox"/> Honor              | <input type="checkbox"/> Polish              | <input type="checkbox"/> Sympathy        |
| <input type="checkbox"/> Discovery       | <input type="checkbox"/> Hopefulness        | <input type="checkbox"/> Power               | <input type="checkbox"/> Teamwork        |
| <input type="checkbox"/> Diversity       | <input type="checkbox"/> Hospitality        | <input type="checkbox"/> Privacy             | <input type="checkbox"/> Thankfulness    |
| <input type="checkbox"/> Drive           | <input type="checkbox"/> Humility           | <input type="checkbox"/> Professionalism     | <input type="checkbox"/> Traditionalism  |
| <input type="checkbox"/> Effectiveness   | <input type="checkbox"/> Humor              | <input type="checkbox"/> Prosperity          | <input type="checkbox"/> Tranquility     |
| <input type="checkbox"/> Empathy         | <input type="checkbox"/> Independence       | <input type="checkbox"/> Prudence            | <input type="checkbox"/> Trust           |
| <input type="checkbox"/> Endurance       | <input type="checkbox"/> Insightfulness     | <input type="checkbox"/> Punctuality         | <input type="checkbox"/> Understanding   |
| <input type="checkbox"/> Enthusiasm      | <input type="checkbox"/> Inspiration        | <input type="checkbox"/> Purity              | <input type="checkbox"/> Uniqueness      |
|  | <input type="checkbox"/> Integrity          | <input type="checkbox"/> Realism             | <input type="checkbox"/> Variety         |
|  | <input type="checkbox"/> Intelligence       | <input type="checkbox"/> Recognition         | <input type="checkbox"/> Vision          |
|  | <input type="checkbox"/> Intensity          | <input type="checkbox"/> Recreation          |  |

# So, You Want To Start a Youth Program

## Session I - Mission & Motives

### Tips on writing a powerful Mission Statement

- ▶ The best mission statements are **clear, compelling, and concise**.
- ▶ Should describe who you are, who you serve, what you do and how you make a difference.
- ▶ Should be easy to remember.
- ▶ Should serve as an anchor or base for all your programs and services.
- ▶ Average word length is **only 15.3 words** (excluding brand references)

### Sample Non-profit Mission Statements

**Wounded Warrior Project:** To honor and empower wounded warriors

**Livestrong:** To inspire and empower people affected by cancer.

**Public Broadcasting System (PBS):** To create content that educates, informs and inspires

**March of Dimes:** We help moms have full-term pregnancies and research the problems that threaten the health of babies.

**Teach for America** is growing the movement of leaders who work to ensure that kids growing up in poverty get an excellent education.

**Boy Scouts of America:** To prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

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### Mission Activity

An organizations mission should reflect

- **WHAT** they do
- **WITH/FOR WHOM** they do it
- **HOW** they do it
- **WHY** they do it.

Write the mission of your organization below:

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	<b>Yes</b>	<b>No</b>
Does the mission statement energize your clients, staff, volunteers & supporters?	<input type="checkbox"/>	<input type="checkbox"/>
Is the mission evoke emotion and feeling?	<input type="checkbox"/>	<input type="checkbox"/>
Is your mission compelling for those outside of the organization?	<input type="checkbox"/>	<input type="checkbox"/>
Are you programs and services aligned with the organizational mission?	<input type="checkbox"/>	<input type="checkbox"/>
Does the mission statement set your organization apart from others?	<input type="checkbox"/>	<input type="checkbox"/>