

Lesson 5 - Writing a Mission Statement



Learning Target

Create a personal philanthropic mission statement.



40 Minutes

Introduction and Teacher Prep



- This lesson teaches students how to write a mission statement.



- Students will refer to their passion lists to identify their own personal mission statement.



- Materials for this lesson: Corresponding onscreen presentation, student workbook pages L5W1, L5R1, My Little Book of Philanthropy pocket guide - teacher may decide to create an electronic vocabulary review.

- If teacher wants to include school district's mission to analyze with the class, he/she will need to add that information to slide 5 prior to the lesson.

- Standards from [Common Core](#), [National Council for Social Studies \(NCSS\)](#) and [National Standards for Economics](#).



- Celebrate your class's mission statements by posting pictures, videos, stories, and "a-ha" moments to Facebook, Instagram, YouTube, and Twitter @ottercares #myprojectheart

Lesson 5: Writing a Mission Statement – OVERVIEW

The Warm-Up Activity: Students will review the terms they have learned so far in the first four lessons. This activity should take about 10 minutes.

Today's Activities:

- **Activity #1:** Students focus on new terms related to philanthropy: common good, charity, mission statement, local, national, global. Students will add these terms to their workbooks, and share the meanings of these words in small groups. This activity should take about 10 minutes.
- **Activity #2:** Students focus on analyzing mission statements (OtterCares and Humane Society, and other nonprofits such as school district), identifying the "who is seeking change", the passion or cause impacted and the need addressed. This activity should take about 15 minutes.
 - **[TEACHER TIP]** Add your school district's mission to slide 5 prior to this lesson.
- **Optional Activity #3:** Students will use their personal passions and mission statements to create 'My Little Book of Philanthropy' pocket guide

The Exit Strategy: Students write a mission statement based on the difference they want to make, the actions they will take to get there, and the desired result of this action.



Lesson 5: Writing a Mission Statement

Warm-Up: Reviewing Vocabulary (Review Vocabulary Terms Learned So Far – 10 minutes)

PPT Slide 1



Teacher might say: “Today we are going to review some of the terms we’ve learned so far. After that, we’re going to start talking about mission statements of nonprofits to help us create our own mission statements for the causes that we are passionate about.”



- Have students use their workbooks to refresh their memory of the terms they’ve learned so far: vocabulary terms and philanthropy concepts.

[TEACHER TIPS]

1. Use an alternate vocabulary review activity created by the teacher. OR
2. Ask students to stand up and partner with someone near them. Explain that they will have 30 seconds to share their definitions with their partner, or to use their vocabulary words in a sentence. When time is up, give a 5-second countdown for students to find a new partner. Repeat the process several times, giving students a chance to switch partners at least 6-7 times. OR
3. Students can form two circles, one outside circle and an inside circle (facing each other) for this game. Ask the inside circle to rotate clockwise for each partner-switch.



- (tap PPT for Slide 2) New Vocabulary



Activity #1: New Vocabulary Words (small group work – 10 minutes)



Teacher might say, “We’ve learned a lot about philanthropy so far, and to continue to understand how we can take our ideas and make them a reality, we need to make sure we know some more words that relate to giving to our community.

PPT Slide 2



| NEW VOCABULARY | |
|-------------------|--|
| TERM | DICTIONARY DEFINITION |
| Common Good | Doing what is right or proper, the good belonging to or shared by each or all |
| Charity | Voluntarily giving help to those in need |
| Mission Statement | Description of the fundamental purpose of a group or organization; reason for existing |
| Local | Of or relating to a city, town or district rather than a larger area |
| National | Of or relating to a nation; common to or characteristic of a whole nation |
| Global | Of or relating to, or involving the entire earth; worldwide |

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- Tap PPT for fade-in Common Good



Teacher might ask, “What do you think the phrase “common good” really means?”



- Tap PPT for fade-in Doing what is right or proper, the good belonging to or shared by each or all.
- Ask students to write their own definition of “common good” on workbook page L5V1.



- Tap PPT for fade-in Repeat this process for each of the words on the slide: common good, charity, mission statement, local, national and global.



[Optional Extension Activity] As a whole class activity, teacher can create an online crossword puzzle using the new words and definitions and/or examples. Old words can be added to make it more challenging and involve more students.



- (tap PPT for Slide 3) Activity #2: Write Your Mission Statement



PPT Slide 3



Activity #2: Write Your Mission Statement (class discussion – 15 minutes)

Teacher might say: "Without a plan of where we're going, we'll never reach our goals. This is why we write mission statements. We're going to look at some mission statements before we work on our own."

- Call on 2-3 students to share their thoughts on what the quote on PPT slide 3 means.

Teacher might say: "We all have some great ideas of how we can help meet community needs, but thoughts don't get anything done, actions do."

- Call on 2-3 students to respond to:
 - Why is it important to set goals?
 - Why is it important to have the end in mind?
 - What happens when we don't have goals?

[TEACHER TIP] If teacher wants to include school district's mission to analyze with the class, he/she will need to add that information to slide 5 prior to the lesson. If you're not using a Smart Board, project PPT Slide 4 onto a white board, if possible, so that students can go up and circle or underline the components in the questions below.



- (tap on PPT for Slide 4) Mission Statements



PPT Slide 4

Mission Statements Create a personal philanthropic mission statement

Mission statement: description of the fundamental purpose of a group or organization; a reason for existing.

| OtterCares | Humane Society |
|--|--|
| OtterCares champions innovate education to inspire a movement of young entrepreneurs and philanthropists | To promote and provide the responsible care and treatment of animals |

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- Tap on PPT for fade-in of Mission Statement: description of the fundamental purpose of a group or organization; a reason for existing
- Tap on PPT for fade-in of OtterCares: OtterCares champions innovative education to inspire a movement of young entrepreneurs and philanthropists.
- Call on students to respond to these questions about the OtterCares mission statement on the PPT slide:
 - Who is seeking change? (OtterCares)
 - What is the passion or cause impacted? (better education for youth)
 - What is the need that is being addressed? (better education)

- Tap PPT for fade-in of the Humane Society mission statement, and repeat the questions above for that mission statement.
 - Who is seeking change? (Humane Society)
 - What is the passion or cause impacted? (responsible care and treatment of animals)
 - What is the need that is being addressed? (healthy and happy animals)

[TEACHER TIP] This is a good opportunity to guide students toward a pre-planned passion, community need and mission statement of your own, to model for the students.

- (tap on PPT for Slide 5) Look Back at Your List of PERSONAL PASSIONS ...



PPT Slide 5

Look back at your list of **PERSONAL PASSIONS to write your mission statement**

Use your personal passions list from Lesson 4:

1. What needs from your list exist in your community?
2. What do you want to change based on those needs?
3. What would happen if you made those changes?

I will strive to _____ (result of addressing need)
by _____ (action you can take)
so _____ (result of the change)

Does this mission connect to your passion?



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- After breaking down the mission statements for OtterCares and The Humane Society into the components in the questions from slide 4, explain that students will now:
 - Use their workbooks to find their passion and community need from the last lesson [L4W1].
 - Students will complete their worksheet L5W1 (regarding needs, impact, goals, mission statement).
- Allow about 5 minutes for workbook task, then pass out L5R1 and ask students to:
 - Use their workbook page responses to make a final draft of their mission statement on L5R1.

Optional Activity #3: My Little Book of Philanthropy (10 – 15 minutes)

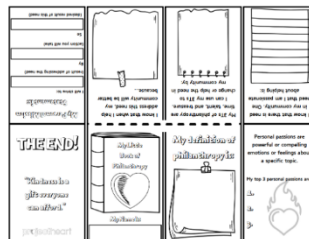
Teacher might say: “Now we are going to create pocket guides to put our personal passions together with our mission statements. You can keep these pocket guides in a safe place to always remind you of the difference you’d like to make.”

- A YouTube link is provided under the image that will show students how to construct the book

PPT Slide 6

My Little Book of Philanthropy

Let’s make a pocket guide that we can carry around to help us remember a difference we can make in our communities!



<https://youtu.be/1pqq7lnDgVM?si=pQWAlmWzpyyXOKe>



PPT Slide 7-10

My Little Book of Philanthropy

STEP 1

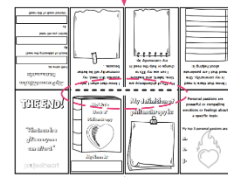
Fold and crease the paper along each line.



My Little Book of Philanthropy

STEP 2

Fold the paper in half and use scissors to cut just along the dotted line.



My Little Book of Philanthropy

STEP 3

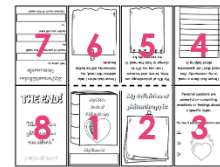
Fold the paper in half long ways and push the two ends together so that the section you just cut opens.



My Little Book of Philanthropy

STEP 4

Fold the rest of the pages together so that you create a small book. Page 1 (My Little Book of Philanthropy) should be your title page.



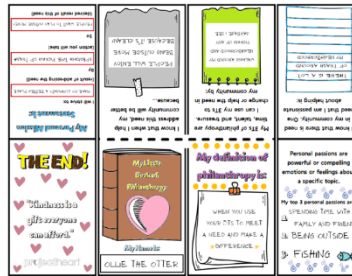
- Slides 7-10 provide written/visual instructions on how to construct a pocket guide

PPT Slide 11

My Little Book of Philanthropy

STEP 5

Write on each page to make this book unique to YOU! Color using crayons or colored pencils to make it fun!



- Slide 11 provides a finished example made by Ollie the Otter!

Exit Strategy (Mission Statements - 5 minutes)

- Ask students to submit their mission statement to you – found on the bottom half of page three of the student worksheets.



Objectives and Standards

Philanthropy Objectives

- Create a list of ways to apply today’s learning about philanthropy to family, school and community.
- Evaluate personal passions related to philanthropic missions.
- Convince others to give time, talent and/or treasure towards a community need related to personal passions.

Entrepreneurship Objectives

- Compare and contrast philanthropic efforts locally, nationally and globally.

Anchor Standards

- CCSS.ELA-LITERACY.CCRA.W.4
Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- CCSS.ELA-LITERACY.CCRA.SL.1
Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively.

Common Core Standards

- CCSS.ELA-LITERACY.W.4.1 and CCSS.ELA-LITERACY.W.5.1
Write opinion pieces on topics or texts, supporting a point of view with reasons and information.
- CCSS.ELA-LITERACY.RL.5.4
Determine the meaning of words and phrases as they are used in a text, including figurative language such as metaphors and similes.

Economics Standards

- Content Standard 14: Entrepreneurship
Entrepreneurs and workers often are innovative. They attempt to solve problems by developing and marketing new or improved products and processes.

Social Studies Standards

- IV. Individual development and identity - h. Work independently and cooperatively to accomplish goals.
- IX. Global connections - f. Investigate concerns, issues, standards, and conflicts related to universal human rights, such as the treatment of children, religious groups, and effects of war

