# Worksheet 1: Defining a Purpose Statement

**Why do we exist?***Brainstorm what purpose the program exists to serve. Think in terms of the ultimate impact the program is seeking to make at a broader societal level. This should be something the project does not have full control over but has a role to play in. What impact do we want to see made at a community or society level?*

**What do we do?***Brainstorm broad strategies the program implements to achieve the ultimate impact it is seeking to make. Be careful not to get so specific that you are stating how you do the work. For example, a school health program indicate education as a broad strategy rather than designing training curriculums.*

**For whom do we do it?***List the target population(s) or customers that directly receive the services offered by the program.*

**Purpose Statement.** *Write a purpose statement that includes the ultimate impact the program seeks to achieve, the broad strategies used to achieve that impact, and the direct recipients of the program’s products or services.*

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**Program alignment with agency strategy.** *Based on the purpose statement, articulate how the program links to the agency level strategic plan. For example, think about how the program aligns with the agency mission or vision and explicitly state how the program contributes or relates to strategic priorities identified in the agency strategic plan. Include specific strategic goals or strategies that your program may directly or indirectly impact.*