



# Should You Change Your Mission?

**Q:**

Is it O.K. for a nonprofit to change or refine its original mission to meet changing times and service needs? Or would such a change hurt the public's perception of the nonprofit?

**A:**

Reviewing the mission should be a regular part of your strategic planning process. Refining the mission is not only fine, it's essential if you want your organization to keep up with a rapidly changing world. Be smart, though, and bring a lot of people into the process.

If you do change your mission, let people know why. Let them know how the new mission will and won't affect the way you do business and the people you serve. ■

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