



Introduction

This module focuses on exploring the purpose of the deaf organization. To examine the purpose of the deaf organization, it is very important to review and reflect on the vision, mission and strategies of the organization.

The purpose of an organization is why it exists and its impact on people's lives. The creation of an organization happens when a group of people that comes together with the same goals. The organization becomes a community coordination and formal representation for the group of people with common interests and needs who need space to create activities that help achieve goals. With an organization, it becomes easier for a group of people to develop a relationship with the government and NGOs to create solutions to address their needs.

The common purposes of many deaf organizations are:

1. Important role in improving the situation of deaf people
2. Promote social change and to create a better environment
3. Acts as a pressure group with the government to defend human rights and encourage policy changes
4. Come together to share ideas and create solutions

An organization's identity can be reflected through its vision and mission. A vision statement should summarize the organization's purpose which is the shared values amongst the organization members. The vision is what an organization would like to happen as a result of the action that it does. The vision is the reason for the establishment and existence of the organization. The vision concentrates on the future and is a source of inspiration for the organization's work. The vision provides clear decision-making criteria for the organization.

Features of an effective vision statement include:

- Clarity and lack of ambiguity
- Vivid and clear picture
- Description of a bright future
- Memorable and engaging wording
- Realistic aspirations
- Alignment with organizational values and culture

A mission statement summarizes how the organization plans to achieve the vision and clarifies their purpose as an organization and motivates people to become involved. A mission is what an organization does and its action.

Mission equals the action; vision is the ultimate result of the action.

It is important for an organization to take the time to create the vision and mission statements together using different perspectives. They should be easily understood by people outside



of the organization and used in marketing materials. The vision and mission statements can be expressed and documented in different ways; written declarations, video clips, and shared amongst the members of the organization and outside of the organization as well. Leaders in the association must know and understand the mission or vision of the association. Only then can they lead the members to achieve the aim.

All organizations should strive to ensure that the organization's vision and mission are documented in writing, are known, and accepted by all members and staff and have been spread outside of the organization. It is important that all within the organization knows that the vision and mission exist and continually aim to ensure that the vision and mission are being achieved through the organization's strategies. Many people often confuse the vision statement with the mission statement. Vision is the **WHAT** of the organization's purpose and mission is the **HOW** of the organization plans to achieve its vision.

Organization's strategies reflect how the board and members of the organization intend to achieve the vision and mission of the organization. Strategies are the "course of action" that the organization will take to realize the vision. Some of the strategies are in the form of activities and programmes and others are in the form of advocacy work, presentations, awareness raising, training and many more. A good organization has written strategies paired with sub-goals that are linked to the organization's vision and has been discussed and approved by the members of the organization.

A good strategy answers the **WHY?** This and that activity will help the organization arrive at the organization's vision.

Writing your own vision, mission, strategy, and purpose

Vision

Vision is a one sentence statement describing the clear and inspirational long-term change, resulting from your work. You should consider what is your organization's vision. Vision statement is a description of what the ideal world you wish to achieve looks like if you fulfill your mission. It is intended to guide decisions for choosing current and future courses of action. A clear vision statement is important because it connects to your strategic plan and guides your organization in choosing what will you do when writing a strategic plan. You should make sure that working methods and how you work should be in line with your vision. Activities you carry in your organization should be included in vision. You should be able to clearly define your target group(s). Does your organization know which target group(s) you are working for and with?

Your organization's vision should include:

- Belief, example: *"FSL is the natural language of the deaf"*
- What your organization plans to achieve, example: *"Accessible education for the deaf"*



Should answer the following question:

- What do you want to achieve? Example: *“Deaf Filipinos will have equal rights in the society”*
- What do you see in the future? Example: *“Education will be accessible to all deaf Filipinos”*

Example of organizational visión

PFD: *“Filipino Sign Language and deaf culture will be internationally recognized and the Deaf Community will have equal rights and full participation in the Philippine society.”*

Mission

Your organization’s mission should include:

- Identity, example: *Deaf, hard of hearing, where are you from – “deaf Manilenos, deaf Boholanos, deaf in Cotobato”*
- Belief, example: *“FSL is the natural language of the deaf”*
- Purpose, example: *“To train deaf in leadership”*
- Goals and Objectives, example: *“FSL will be recognized as national language of the deaf”*

Should answer the following questions:

- What is your organisation’s identity?
 - Deaf? Hard of hearing?
 - Deaf from a certain place?
- Who or what do we serve?
 - Deaf?
 - Hard of hearing?
 - Deaf in certain place?
 - Parents of deaf children?
- What does your organization do?
 - Train leaders?
 - Advocate for human rights?
 - Serve the Deaf Community?
- Why do you do it?
 - To empower the deaf leaders?
 - For equality?
 - For employment?



Example of Organization Mission

PFD: *“To represent deaf Filipinos, preserve Filipino Sign Language, and empower the Deaf Community through capacity building training of deaf and hard of hearing Filipinos to ensure their equal human, legal, linguistic, and cultural rights.”*

DOs and DON'Ts when writing down the Purpose, Vision, Mission, and Statements

DO	DON'T
1. Use clear, simple, and succinct language	1. Use vague or generic term
2. Keep them short and concise	2. Make them too wordy
3. Articulate something tangible and unique	3. Use clichéd, overused jargon
4. Get input from stakeholders and beneficiaries	4. Set unachievable goals
5. Make it compelling and convincing and believable	5. Write something right away
6. Ask for feedback from real people	6. Try to say everything
7. Make them understood by people of all ages	7. Make them understandable only to insiders or employee