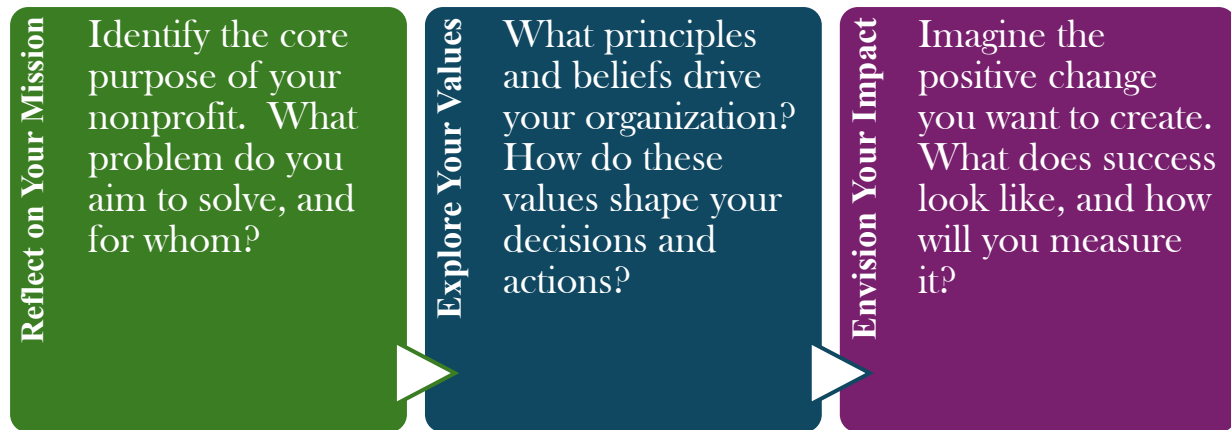


Finding Your Why: Rebuilding Nonprofits with Purpose

Rebuilding nonprofits starts with understanding your “why” – the driving force behind your mission and vision. Your “why” is the foundation upon which your organization’s purpose is built, guiding every decision and action.

Discovering Your Why



Craft Your Why Statement

A clear and concise ‘why’ statement will inspire and motivate your team, stakeholders, and supporters. Consider the following examples:

- “Empowering underserved communities through education and job training.”
- “Women empowering and supporting women by understanding empathy and sisterly love.”
- “Protecting the environment and promoting sustainability for future generations.”
- “Making men better by taking men of good character and allowing them to do good things and show him the how in selfless acts.”
- “Helping people explore their spirituality by introducing them to God and Jesus with the support and love of their community.”

Integrating Your Why into Your Strategic Plan

Your ‘why’ statement should inform your strategic plan, guiding goal-setting, resource allocation, and decision-making. By prioritizing your why, you’ll create a roadmap for impactful growth and fundraising success.

Some key questions to consider:

- What are our core values, and how do they shape our decisions?
- How will we measure progress and success?
- What resources and partnerships do we need to achieve our mission?

By finding and embracing your nonprofits why, you’ll unlock the potential for meaningful change and create a lasting impact in the communities it serves.

But wait ... there’s more!

To understand and declare your organization's why, you need to understand your own why. Why did you gain an interest in the group? Why did you join? And why did you stay? And why are they worth saving?

We here at www.saveyournonprofit.org love Simon Sinek, who wrote the book "Start With Why" and you should watch this video concerning finding your very own why.
<https://m.youtube.com/watch?v=1CuZyq6ckGE>

Finding Your Why: Uncovering Your Purpose

As a leader, you've likely achieved success, but are you living a life that truly reflects your values and passions? Discovering your "why" can be a game-changer. Here's how to find yours:

1. **Reflect on Your Values**
 - a. What matters most to you? Is it helping others, creativity, or innovation? Identify your core values and see how they align with your goals.
2. **Explore Your Passions**
 - a. What activities make you come alive? Whether it's storytelling, problem-solving, or leading teams, understand what drives your enthusiasm.
3. **Identify Your Strengths**
 - a. What are you naturally good at? Leverage your strengths to make a meaningful impact.
4. **Examine Your Experiences**
 - a. Look back at pivotal moments in your life. What were you doing? How did you feel? These moments can reveal your purpose.
5. **Ask Yourself Questions**
 - a. What impact do you want to make?
 - b. What kind of legacy do I want to leave?
 - c. What gets me excited about the future?

Your Why is a Journey, NOT a Destination

Finding your why is just the beginning. As you grow and evolve, your 'why' may shift. The key is to stay curious and keep exploring.

Ready to Discover Your Why? Start by journaling, talking to a mentor, or exploring online resources. Take the first step today and uncover your purpose.