

Sample Chapter Mission Statement

In Cynthia D'Amour's book, *How to Turn Generation Me into Active Members of Your Organization*, she refers to a chapter's mission statement as its "defining statement." Here are some of her thoughts.

Four Tips about Your Chapter's Defining Statement:

1. Your defining statement needs to be something with which your members can identify.
2. The words need to mean something.
3. Try to paint a picture with your defining statement.
4. Be specific—niches can even vary by chapter.

There are no "right" answers. The key is that your defining statement reflects who you are as a chapter—in other words, your target market for membership.

Here is a sample chapter mission statement:

The _____ Chapter of the CPCU Society is dedicated to:

- Meeting the needs of those who have earned the CPCU designation and helping them achieve career success.
- Encouraging others to obtain the CPCU designation.
- Enhancing the visibility of the CPCU designation.

The chapter will serve the public and the property and casualty insurance industry in a professional and ethical manner.

Define Your Chapter Mission Statement below:
