

Several Examples of Mission Statements

Taken from George, Gerald, and Cindy Sherrell-Leo, Starting Right: A Basic Guide to Museum Planning. Walnut Creek, CA: AltaMira Press, 1995.

- “The purpose of our museum is to preserve for public benefit the natural, historical, and artistic heritage of our region (or state, or city, or county).”
- “The purpose of our museum is to elucidate the history of our community from the time or original inhabitants to the present time.”
- “The purpose of our museum is to encourage the fine arts in our area by collecting and exhibiting exemplary works produced here in the past and present.”
- “The purpose of our museum is to provide, for the people of our rapidly urbanizing area, an opportunity to remain in touch with nature through maintenance of a green preserve where specimens of our region’s plant and animal life are exhibited.”
- “The purpose of our museum is to increase understanding and appreciation of the particular heritage of our (ethnic, or racial, or religious) group.”
- “The purpose of our museum is to illustrate the history of our (business or industry or other organization).”
- “The purpose of our museum is to preserve, for public education and enjoyment, the Jones Collection of the decorative arts (or whatever).”