

## **Statement of Intention**

Clarifying our focus to build support



<https://pixabay.com/en/bows-and-arrows-archery-650474/>

*“The things you are passionate about are not random, they are your calling.”* Shanda Fitte

*“Intentional living is the art of making our own choices before others' choices make us.”* Richie Norton

Tag/Category: Whole System: Vision and Purpose  
Social - Leadership and Empowerment  
Social - Politics and Influencing - Influencing  
Culture/Worldview - Socially Engaged Spirituality

### Challenge:

We often have so many elements to our brilliant ideas, that we find it difficult to communicate the essence to potential team-members and supporters. This may lead to us feeling disappointed that people ‘don’t get it’ and make it hard to be successful in fundraising.

### Solution:

Practice distilling the essence of our project into a few short sentences and work with a simple template that helps to crystallize our thinking. Develop an ‘elevator pitch’. Find the right name. Clarify the vision and core goals of your project. Think about a logo.

### References:

- <http://www.mindtools.com/pages/article/elevator-pitch.htm>
- Exercise: Statement of Intention

Submitted by Findhorn Foundation