**BOARD & ORGANIZATION CLARIFICATION PROCESS**

Imagine that the local newspaper is writing an article that talks about how well your organization serves the community. What are the things you would want to talk about?

1. What is our organization’s reason for being? Why do we do what we do?
2. What does the community need in our area of expertise?
3. What is special about our organization? What do we do that is different from other organizations?
4. If the organization did not exist what would be missing in the community?
5. How do we attract members and welcome them into the Society?
6. Where is our organization going? What services are proposed for the future?