

From Vision to Reality : Mission Possible



From Vision to Reality : Mission Possible is a project of AAUW of Virginia based on techniques to determine a branch's vision and then how to implement that vision. The techniques were presented at the 2014 Summer Leaders Meeting by Erica Stout, training and program manager for member leadership programs at AAUW

The goal is to provide tools and techniques to branches so they can rejuvenate, energize, and promote their branch uniqueness. This is a positive means for branches to strengthen their own dynamic for growth and adaptability over time. By focusing on their individuality, branches will be better able to market themselves for new members, leaders, and branch actions. Branch members would commit to participate in the project by engaging in several planning sessions.

The project includes three parts:

1. Defining a branch focus or mission statement that incorporates what members identify as being important to them;
2. Determining action steps to achieve their vision; and
3. Creating a marketing plan to showcase their branch and stand out in the crowd.

Listed below are links to documents that support Parts 1 and 2 of *From Vision to Reality : Mission Possible*:

[From Vision to Reality: Overview and Guidelines](#)

[From Vision to Reality: Facilitator's Guide 2](#)

[Elevator Pitch](#)

[Action Plan: Example and Worksheet #1](#)

[Action Plan: Worksheet #2](#)

[Action Plan Worksheet #3](#)

[From Vision to Reality: Evaluation Form](#)