

Family Mission Statement Template



One to three sentences that say what your family is for and how you'll act when it counts. Print one copy per person.

This copy belongs to _____

STEP 1 Answer these four questions separately

Everyone on their own paper, kids included.

1. What is our family for?

2. What do we do when things get hard?

3. What do we want people to feel in our home?

4. What should never change?

STEPS 2-3 Find the overlap, then draft it ugly

Circle whatever repeats on more than one paper.

Our family exists to _____. When things get hard, we
_____. In our home, people feel _____. No
matter what changes, we will always _____.

NOW WRITE IT AS ONE TO THREE SENTENCES

If your kids can't paraphrase it back, it's too long.

STEP 4 Test it against a hard week

Would this have changed anything during our worst week this year?

☐ Yes ☐ No

If the honest answer is no, the statement is decoration. Go back to Step 2.

OUR MOTTO The short version, under eight words

Borrow or riff: We do hard things. Family first, always. We fix it together.
No one gets left behind. Kind over right. Love loud, forgive fast.

STEP 5 Sign it and put it up

Kids included. Hang it where your family passes through the most.

12 Family Mission Statement Examples



A blank page is the hardest part. Here are twelve real shapes a statement can take.

SHORT 01 “We show up for each other, no matter what.”	SHORT 02 “In this family, we tell the truth, even when it costs us something.”	SHORT 03 “We are loud with our love and honest about our mistakes.”
VALUES-BASED 04 “We tell the truth. We finish what we start. We look out for people who need it.”	VALUES-BASED 05 “We remember where we came from, we give before we’re asked, and we bring God into our hardest days.”	VALUES-BASED 06 “We bounce back, and we don’t talk about each other the way we wouldn’t want to be talked about.”
STORY-DRIVEN 07 “This is a house where the porch light stays on for whoever needs it, family or not.”	STORY-DRIVEN 08 “We are the family that shows up early to help and stays late to clean up.”	FAITH-BASED 09 “We serve God first, our family second, and everyone else we can reach after that.”
FAITH-BASED 10 “Our home is built on grace, so mistakes here are a starting point, not a verdict.”	FUNNY 11 “We don’t do quitting on Wednesdays. Or Fridays. Basically we don’t do quitting.”	FUNNY 12 “This family runs on coffee, chaos, and the rule that nobody leaves the group chat.”

COMMON MISTAKES

- Too long — if it takes more than one breath to say, it’s too long.
- Written by one parent alone, then handed down.
- Full of abstract nouns like “excellence” with nothing behind them.
- Copied off the internet instead of built from your own answers.
- So solemn that nobody will actually say it out loud, ever.

KEEPING IT ALIVE

A statement nobody practices quietly becomes wall art by March. Revisit it once a year, reference it in real decisions rather than just at holidays, and pair it with a weekly practice: one value from your statement, practiced for a week at a time.