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ENGL 312

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Corporate Mission Statement

The organization I am choosing to write my mission statement about is one that I am a part of, University of Delaware Men's Crew. As far as I know we don't have a mission statement, so it would be really embarrassing for me if you managed to find one online somewhere.

Founded in 1991 by World Champion rower Chuck Crawford, UDMC strives to foster peak physical and mental strength in our athletes. On and off the water, our athletes push for victory, while keeping a keen sense that teamwork is of the utmost importance. Our rowers, coxswains, coaches, and alumni live by our motto,

SEND IT OFF!

I chose to include very specific phrases and words while writing this mission statement. To start, I introduced the club with a heavy appeal to ethos, mentioning our founding coach and his accolades, and the age of the organization. I believe this to be an important consideration to start, since many people see the term 'club crew' and assume it is just, well, a club; in reality, we are much more than that. We compete at a national level against ivy league and division crews, so I felt as if establishing a bit of credibility was important. Next, I wanted to cover the organization's commitment to fostering more than just fast rowers, but also well rounded, prepared-for-the-world individuals. I also wanted to make what I think to be an appeal to pathos with the

mention of teammates. Many people think of rowing as less of a team sport, but in actuality, it might be the most team-centric team sport of all. In a boat with eight rowers and one coxswain, if even one person is slightly off their game and asynchronous with the rest, the entire boat falls apart. This aspect makes teamwork and comradery extremely important, and rowing with a group of guys you get along with makes it all the easier to get into the ‘swing’, and I wanted to try to encapsulate this in a short and elegant way. Since I had already decided to stray from a single-sentence statement, I decided to add a third as a sort of call to action. I wanted to encapsulate all the different types of people associated with the team, and show that we are unified under one goal.