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A Simple Statement: A Guide to Nonprofit Arts Management and Leadership

James M Grady

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Is your nonprofit arts group struggling to find donors, reach out to volunteers, or attract media coverage? Does arriving at decisions feel like a dizzying process? If so, your organization may need an overarching guide for action and relations with constituents. It may be time for *A Simple Statement*.

For identity, for differentiation, and for vision, every nonprofit arts group needs to be able to summarize its reason for being succinctly, and in *A Simple Statement*, arts-management veteran Jamie Grady shows you how to write a powerful mission statement. But quality arts management doesn't end there, so Grady illustrates how to incorporate the values and ideas embedded in your new mission statement into every move your organization makes. He demonstrates how the members of your institution can use this brief, purposeful creed to direct every decision toward a unified, common goal. You'll get specific, practical ideas on how a mission statement can aid you with every aspect of your work, including such perennial concerns as:

- fundraising
- marketing
- production
- finance
- long-term planning.

Cut through organizational and marketplace fog and see your nonprofit arts institution and its mission more clearly than ever before. Whether you are a directing officer, a supervisor, a board member, a trustee, or a concerned volunteer, *A Simple Statement* can help you and your group home in on what's most important to your success.

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