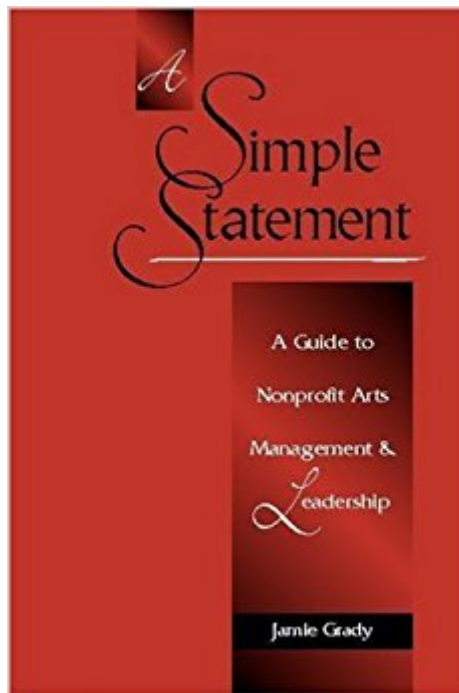




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A Simple Statement: A Guide To Nonprofit Arts Management And Leadership



Synopsis

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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Customer Reviews

Jamie Grady is a professor at Point Park University in Pittsburgh, where he teaches in the Sports, Arts, and Entertainment program. Prior to joining academia, Jamie served in a variety of positions

for arts organizations throughout the east coast. He is a frequent contributor to professional journals and is the author of two Heinemann books, *Actor Inc.: How to Get the Next Gig - and Still Pay the Rent* (2007) and *A Simple Statement: A Guide to Nonprofit Arts Management and Leadership* (2006).

This is a very vague overview of starting and running a Nonprofit Art organizations. Though useful for all arts, the author specializes in Theatre in New York state and sometimes this is evident. Definitions of various players, such as the board of directors, and the role they play in the non profit are useful. This book is very short. It took me less than an hour to finish and I came away knowing more than I knew certainly but not enough to act. I'd consider it a primer on the topic, and further research will definitely be required.

That is why this book is great. It has a simple message that is more relevant than ever. Vision, mission and values must be baked in to a non-profit and all decisions and actions should flow from these. In today's arts nonprofit competition for funding, stable employment, divergent grant requirements and just overall fear has led to divergence from mission vision and values which has led to mediocrity and blandness in arts programming. This mediocrity exacerbates the problem. Professor Grady has the insight to know that leadership and excellence can't be taught in a how-to manual, following directions has never created leaders. Instead Professor Grady gives a basic foundation to direct leadership energy and is a welcome comrade in the fight for arts excellence.

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