



## *ArbNet Mission Statement Overview*

Excerpted from:

Patterson, S. J., and J. M. Radtke. 2012. Strategic Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan, 2<sup>nd</sup> edition, John Wiley & Sons, Inc., Hoboken, New Jersey. Available at <http://teachfreespeech.com/wp-content/uploads/2012/08/How-to-Write-a-Mission-Statement.pdf> . Accessed 5 August 2013.

### **The mission statement should:**

- Express the organization's purpose in a way that inspires support and ongoing commitment.
- Motivate those who are connected to the organization.
- Be articulated in a way that is convincing and easy to grasp.
- Use proactive verbs in a way that describes what the garden does.
- Be free of jargon.
- Be short enough so that anyone connected to the organization can readily repeat it.

