



## MISSION QUESTIONNAIRE

Adapted from *Start a Community Food Garden* by LaManda Joy

1. Who are the gardeners?
2. Does the neighborhood or location have an impact on the mission?  
*(examples: does the garden contribute to access to green space in the neighborhood? Does the garden's location across the street from a school mean that students often stop by?)*
3. What does the garden grow?  
*(examples: food, shade trees, medicinal herbs, native plants)*
4. Who does the garden grow for?  
*(examples: garden members, our neighbors, a public farmers' market, a soup kitchen)*
5. Is the garden driven by some other need, example, or force? What is the garden group trying to accomplish?  
*(examples: Honoring a respected community member who dedicated their efforts to teaching or helping others, a community need or group, an educational mission)*
6. Does this garden have organizational partners in the neighborhood or in the city?  
*(examples: a nearby school, a church, a local non-profit organization)*

## Crafting a Mission Statement with your Garden Group

Adapted from *Building Powerful Community Organizations* by Michael Jacoby Brown

1. Come up with a sentence that describes the overall purpose of the garden.
2. Get your membership together.
3. Write down that sentence in large letters on a piece of flip chart paper. Read it aloud to the group. Ask for feedback.
4. Take some quiet time for everyone to think about that sentence. Then have each person write their own statement about the garden's mission. Write these on other pieces of flip chart paper and post them around the walls of the room or around the garden.
5. In *silence*, have all members walk around the room and look at the new statements.
6. Then sit down and discuss as a group the various statements – what you liked about this or that word, what each word communicates. You might want to break down a group of fifteen into three groups of five, to make sure that everyone gets a chance to speak.
7. Then see what the three groups came up with.
8. Slowly see if you can craft a sentence that gets the agreement of everyone in the room.

## Visioning with your Garden Group

Adapted from *Choosing your Group's Structure, Mission, and Goals* by Viviane Simon-Brown

1. Ask garden members to think about the garden and what it is trying to accomplish. Then, ask them to imagine an event 5 years in the future. Your garden is receiving an award for outstanding work. The person at the podium is giving a speech about your garden's accomplishments. What are they saying about your garden? Write it down.
2. Get together in small groups of 3-5 people. Ask each person to read their speech. After listening to each other, record the major points on flip chart paper.
3. Come back together as one big group. With everyone's input, see if you can identify common themes between each group's paper and come up with one comprehensive vision statement about where you see your garden in the future.

## VISION & MISSION STATEMENTS COMPARED

DIFFERENCE	VISION	MISSION
ANSWERS QUESTION	<b>Why</b> are we here?	<b>What</b> do we do? For <b>whom</b> do we do it? What is the <b>benefit</b> ?
TIME	Vision Statement talks about the <b>very long term future</b> . In an <b>ideal</b> world our vision would be...	Mission Statement talks about the organisation's <b>present</b> leading to the future.
CHANGE	Your Vision should remain <b>intact</b> , even if the market changes dramatically, because it speaks to what your company represents, not just what it does.	Mission Statement may <b>change</b> if your organization outlives the industry it started in, but it should still tie back to your core vision and values.
ABOUT	Vision statement outlines <b>WHERE</b> an organization wants to be in future. Communicates both long term purpose and <b>values</b> of the organization.	Mission Statement talks about <b>HOW</b> the organization will get where it wants to be. Defines the organization's purpose and primary objectives. Mission Statement puts the Vision into practice.
FUNCTION	Describes where the organization sees itself <b>years from now</b> . Shapes <b>customer's understanding</b> of why they should work with the organization.	Lists <b>broad goals</b> for which the organization is formed. Prime function is <b>internal</b> , to define the key measure of success and its prime audience is leadership team and stockholders
EMPLOYEES	Identifies <b>why</b> employees need/want to work with the organization and gives direction about how they are <b>expected to behave</b> and <b>inspires</b> them to give their best.	Helps the team act and <b>guides</b> them in what they should do.