

SAVE YOUR

town.



*The Idea Friendly Way
is the easy way*

Idea Friendly Teens



“We tried that once.”

“That will never work here.”

“Slow down, let us ask questions”



**Negative
people think
they're helping**

**We overestimate
the risk of failure
and deny the risk of inaction.**

Margie Warrell, author

Montana photo by Deb Brown

**Even if you're on the right
track, you'll get run over
if you just sit there.**

Will Rogers, author

Montana photo by Deb Brown

We adapt

Montana photo by Deb Brown



**How we
work**

together

Photo via Alva Friends of Play



Without bureaucracy

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IDEA FRIENDLY

Gather Your Crowd

Build Connections

Take Small Steps

Just start

Start where you are



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*Montana photo
by Deb Brown*

#IfOurTown

If our town had...
If our town was...

Write it down now

05:00

Start Stop Reset mins: 5 secs: 0 type:
None ▾

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped

Take Small Steps

The Idea Friendly Method

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Montana photo by Deb Brown



**Old way:
Meet and plan**

New Way: Test it now!



Failure is free, high-quality research, offering direct evidence of what works and what doesn't.

Clay Shirky, author



**Small steps
build up**

BIRDS EYE VIEW LOOKING NORTHEAST

BIRDS EYE VIEW LOOKING NORTHWEST

BIRDS EYE VIEW LOOKING NORTH

BIRDS EYE VIEW LOOKING SOUTH

CONCEPT 3D RENDERINGS

Shepherd Square : Big Timber, MT 06.18.19

LDI
Land Design, Inc.
2011 11 11



*Montana photo by
Deb Brown*

Photo via Zuni Pueblo Main Street, FB



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INNOVATIVE

Rural Business Models

#IfOurTown

If we took a
small step...

05:00

Write it down now

Start Stop Reset mins: 5 secs: 0 type:
None ▾



Gather Your Crowd

The Idea Friendly Method

Montana photo
by Deb Brown

Old Way: Serve on our committees



New Way: *Be a movement*

Not “our committees.” *Your activities.*

Photo by Jill Kuehny



#IfOurTown

If we gathered
our crowd...

05:00

Write it down now

mins: secs: type:

Photo by
Becky McCray

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Dirty Sidewalks



Photo by Monica Babine

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**Old way: Another
Clean Up Day**

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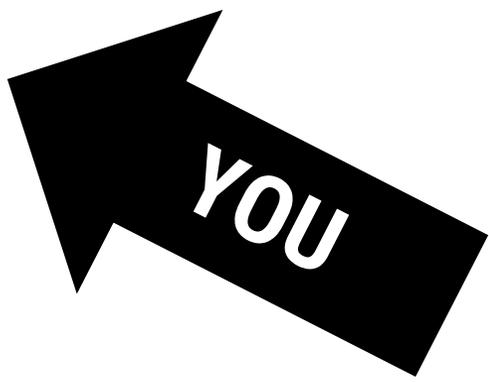


Photo by
Becky McCray

New way:
#CleanYourOwnSidewalkDay

Not convincing. *Attracting.*





Old Way: A few big volunteer jobs

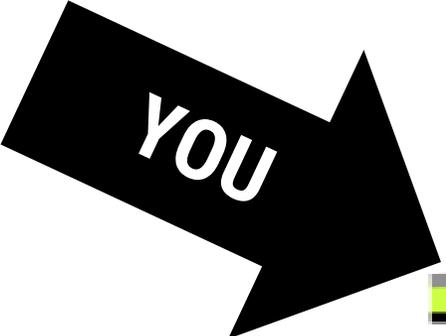
The
Committee

Everyone else

Idea Friendly Way:

*Lots of small but
meaningful activities*

YOU





You can't lose people
who were never yours

#IfOurTown

**Smaller,
more meaningful**

05:00

Write it down now

mins: secs: type:

Build Connections

The Idea Friendly Method



BREWERY



THAT Way

Big idea: microbrewery!

Old way: present to the board



Photo CC by Bill Erickson



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New Way: Start a homebrew group

Community happens when
people talk to each other



Open networks for better ideas

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Montana photo by Deb Brown



Photo via Charisma Charisma

RURAL JOBS

Creation Strategies

#IfOurTown

If we built
connections...

05:00

Write it down now

Start Stop Reset mins: 5 secs: 0 type:
None ▾

IDEA FRIENDLY

Gather Your Crowd

Build Connections

Take Small Steps

**You don't have to
know all the answers**

*if you can be open
to new ideas.*

Iowa State University 99 town study

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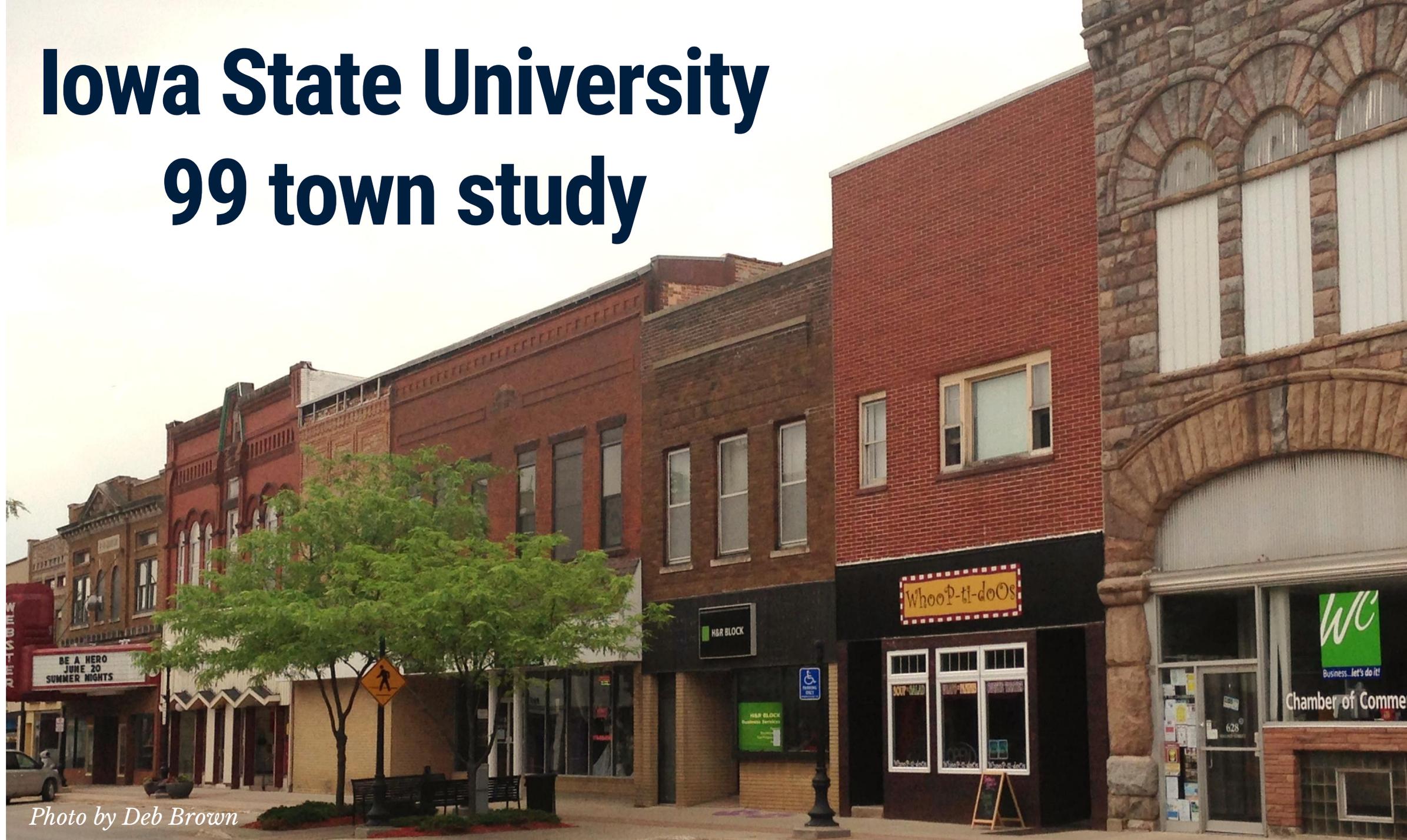


Photo by Deb Brown

Photo CC by NKCR

Let go of judging ideas



Photo CC by FWC FWRI



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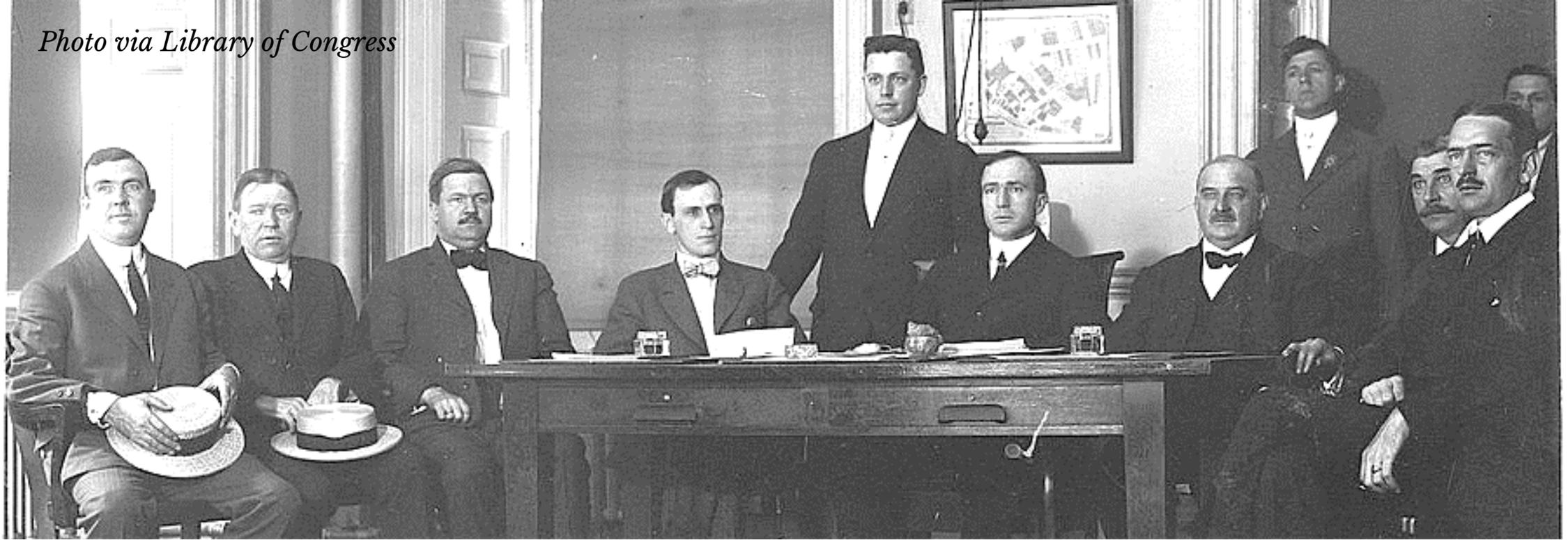
Start temporary



Not voting.
Testing.

Photo CC by Nick Booth

Photo via Library of Congress



How will inaction cost us, one year from now?

Margie Warrell, author

Pick one



New way: real life rendering



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Photo by Jeanne Cole

Your community is different



Montana photo by Deb Brown

**It will never go back
to the way it used to be.**

*We start from here
and go forward.*

#IfOurTown

Send a text
Block a time

05:00

Do it now

mins: secs: type:

SAVEYOUR

.town/gift

**Share the Idea
Friendly Method in
your community**



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We are a community of possibilities, not of problems.

We are action takers.
We are optimistic.

It's not about what this town used to be.

We have people right now, assets right here, and we can take action right away. We don't need another plan, another committee, or another meeting.

*We can
do it now!*

We create the moments that show what this town could be and the places that take our breath away, if only just for a moment. What we create doesn't have to be permanent to create possibility. We don't care about titles or who holds official positions. The people who do hold titles may not think like us.

*That's
OK.*

**Download the complete text at
<https://SaveYour.Town/creed>**