

# IDEA FRIENDLY

*Gather Your Crowd*

*Build Connections*

*Take Small Steps*

# What's your big idea?



Photo by Dakota Resources

# Old Way is exhausting

Formal

Control

Few

Decide

Isolated

Closed

BIG

Failure is bad

**The real choice is  
between the change that we  
make now**

**and the change that happens *to  
us* when we fail to act.**





*Alva Friends of Play - boaty - photo from Hatfield Park  
Facebook page*

# Moms make it happen









*Photo by Becky McCray*



You start with your **big goal** for your community, the thing that you feel will improve your quality of life.

You use that goal to **Gather Your Crowd**.

You turn your crowd into a powerful network by **Building Connections**.

And you and your newly-powerful network accomplish that goal by **Taking Small Steps**.



**If our town had .....  
or  
If our town was .....**

SAVE YOUR

*town.*

# Gather Your Crowd



*Photo by Deb Brown*



# Kill the committees





# Clean your own sidewalk



*Photo by [elliott](#) on [Unsplash](#)*



**#cleanyourownsidewalkday**

**#Isweptmine**



*Photo shared by Willow*

**Convince  
or  
Attract?**

**Who's in your crowd?**

**Write it down**



# Build Connections



Photo by Deb Brown



# Drink beer together



*lukas-eggert-CdrYJG9E\_oM-unsplash*



# Support



*Photo by Russell James  
Smith*





*Photo by Deb Brown*

**Community  
happens  
when  
people talk  
to each  
other**

**What connections do  
you need for your big  
idea?  
Write that down now.**



**SAVE YOUR**  
*.town*



**Take Small Steps**

*Photo by Deb Brown*



Formal

**Informal**

Control

**Chaos**

Few

**Crowd**

Decide

**Test**

Isolated

**Connected**

Closed

**Opened**

BIG

**Small**

Failure is bad

**Failure is valuable**



# Do anything small

**SAVEYOUR**.town

*Photo by USDA*





# What if you don't have a big goal?

SAVEYOUR.town



Photo by Deb Brown



# Try all the ideas



*Photo by Deb Brown*



# Rock Hunt



Photo by Third Serving on  
Unsplash



# Who would've thought?

*Photo from Unsplash*





# Consensus emerges from action

SAVEYOUR.town

*Vote dots Dave Gray CC on Flickr*



# Be open to new ideas

The towns that prospered the best were the ones that were open to new ideas and welcomed new people into decision-making



*Photo by Deb Brown*

The background of the slide features several overlapping speech bubbles in various colors: orange, light green, light blue, and pink. The bubbles are of different sizes and are slightly out of focus, creating a soft, artistic effect.

# **Write down your small steps now**



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# SAVEYOUR

*.town/gift*

**Deb Brown**