



From Todd Garrison,

We have been getting a lot of interest in various communities becoming official ***Elevate Montana Affiliates!*** The *movement* is accelerating! Be sure and check with us for our most current documents explaining how the Affiliate initiative works. But first, I think an explanation of our understanding of how movements work and become successful would give some foundation to how and why the idea of *Elevate Montana Affiliates* was started.

So here are my thoughts:

A movement doesn't begin on its own, sprouting up out of the ground. It has to start somewhere, with someone. It begins with a seed. That seed gets watered, and nurtured by others, and soon begins to grow.

A movement does not belong to any one person or organization (even though it may start there)... it belongs to everyone that cares about the cause.

A movement is an elegant and beautiful way to bring people together around a common cause, crafting a common language, and creating solutions in a powerful and collaborative manner.

A movement melts away barriers, territorial battles, protective attitudes, and of course, the so-called silos... and instead, creates an environment of belonging, respect, and togetherness; which ultimately (and hopefully) generates meaningful and sustainable positive change.

A movement allows independent brands to remain independent and meaningful in their own work, and yet facilitates the power of inseparability toward the common cause and common good of the people it serves.

A movement creates an environment where independent brands don't get "watered down", but rather get boosted up by leveraging the momentum, collaborative power and impact of those that embrace the movement.

As an official ***Elevate Montana Affiliate*** you will play an important role in accelerating this movement, resulting in better, healthier futures for our children, which will ultimately result in a better, healthier State of Montana!