



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.* 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, a movement 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 it.

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