



Connecting transformation workers to each other.
And to everyone else.

What it's all about

Northern Westchester for a Better Tomorrow:

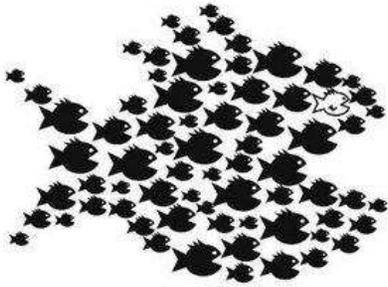
- Provides support for all activist and progressive groups in Northern Westchester
- Is a platform for learning about and supporting local transformation work. With expert guides providing ongoing news and information about the vital issues we're facing.
- Hosts real world events, education and cultural productions.

We've still got a chance (climate-wise, democracy-wise extreme-energy-wise, etc.-wise). Which means we need a large number of people at least a little engaged very quickly. And that requires three things:

- 1) Many people paying attention.
- 2) Having something for them to do that fits into their lives, is fun, and makes sense.
- 3) and Hope – the belief that ordinary people taking action will make an actual difference.

NW4BT's mission is to make all three of these things happen faster and better.

Why it's good



Groups

A motivated progressive and general (not issue-specific) demographic.

Free promotion, support, joint ventures, co-op services, donation streams.

Free, discounted, and subsidized goods and services from our vendor pool.

Limited charter memberships available.

Regular people

One-stop shopping for all local progressive & activist work, events, and issues.

Volunteer and donation opportunities. Ongoing updates on supported organizations.

Cultural productions, events, education.

Contests, drawings, recognition, rewards.

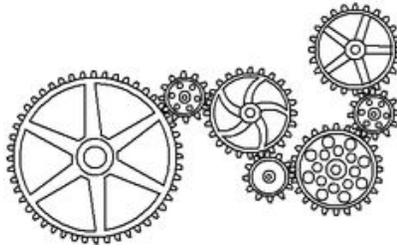
Issues

We cover all issues people are working on with: good news, expert guidance and ongoing commentary, 101 introductions, links. We connect issues to groups, resources and events.

The Big World

NW4BT's model for local multi-threaded citizen engagement is meant to be copied. It's all designed to be replicable for other localities. Human beings 4BT is the umbrella.

How it works



Online portal as destination:

Centralized searchable calendar of events.

Expert guides and columnists offer broad coverage of issues and groups.

Good news. Success stories of friends and neighbors who are making a positive difference.

A vibrant community of transformation workers

Significant value delivered at no cost.

Events, seminars, and social interaction.

A community mobilized to support its own

Advertising, PR and buzz campaigns: citizen engagement is responsible, stylish and fun.

A vendor pool gives significant value in return for good will, referrals and future business.

Active and intelligent social media penetration.

Sponsors, advertisers, partners, crowdfunders.

Many hands make light work

Recruit people of passion and ability. There's something everybody can do.

Sweat equity – pro-bono work rewarded when revenue starts to flow.

Roles designed as independent and decentralized.

What it's going to take

Vendors, Co-ops

Groups working for a better tomorrow have needs – from advertising, PR and social media to transportation, legal work and administration.

In-kind contributions are tax deductible.

Incentives include good will, referrals, future business, and developing new lines of work.

Professional associations will subsidize professional services for member groups.

Co-ops: band together for events, advertising, promotion, fundraising.

Share the cost of professional help: lawyers, accountants, social media, tech, logistics.

Advertising, PR

We will run advertising and PR campaigns promoting civic engagement, initially on a pro bono basis. Concurrent with the Advice Tour is the Advertising and PR Tour, targeting communications firms, associations, students, and current and retired professionals.

Revenue

Seeking a non-profit fiscal sponsor while pursuing our own status. Sponsors, advertisers, grants, donations, merchandise, crowd-funding. Pleasing the progressive consumer makes business sense – they're smart, loyal, passionate, organized, & have disposable income. Who doesn't love carrot mobs? Me? I've been working for free for too many years now. It's gotta stop.

Projects

Everything that needs to be changed was caused by people thinking and feeling. NW4BT's projects promote change one person at a time.

Events, speakers, get-togethers.

This Day in Civil Rights – Online database curated by local students. Covers all struggles for civil rights from 1620 on. Plus: teachers' guides.

Little House on the Planet – Radio drama. Ensemble cast. Very funny and completely serious. Follow the stories of the politically engaged and the not-yet engaged.

Journal of Creative Disobedience – Covers the cutting edge of artistic, creative, fun and effective dissent. Peer reviewed, online, in libraries.

Eating Together for a Better Tomorrow – Meeting to cook and eat local and organic. Plus: short issues talks & activism reports.

Readers and Writers for a Better Tomorrow – Meeting to discuss what we've been reading and writing. Drink, eat, socialize, clue each other in.

I Believe

Saving the world is the new orange. It's breaking mainstream and we're going to be ready.

You can watch as one man makes his dream come true by leveraging his time and effort, attracting allies and co-workers, & working way outside his comfort zone. “Actually (*loosens tie*) you can't even see my comfort zone from here.”

The Advice Tour

In the last four years I've met many people who are good at many things. I'm taking my plans to them and asking for feedback, advice, and assistance. I'm thrashing early – realizing mistakes and making changes now instead of later when it'll be harder. You can participate immediately, or soon, or later. Ask me how. Or I'll ask you.

About Us



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Visit our websites:

nw4bt.org and on Facebook [/nw4bt](https://www.facebook.com/nw4bt)
[PaulStark.name](https://www.facebook.com/PaulStark.name)

Join us for Meetups at [Meetup.com/Northern-
Westchester-for-a-Better-Tomorrow](https://www.meetup.com/Northern-Westchester-for-a-Better-Tomorrow)

Oh, and: I'm looking for paying work as a freelance writer. I'm good. I want to write about community, environment, democracy and other subjects close to my heart. And, frankly, I can write about just about anything. I'd be perfect for your writing project, or the writing project that person you know might have. I love to be introduced to editors, potential clients and other interesting people.