

# Hope for small towns – the future is coming at us FAST!

Small towns and rural communities: get practical steps you can put into action right away to shape a better future and Save Your Town



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## What trends will affect small and rural communities in 2022 and beyond?

SaveYour.Town co-founders Becky McCray and Deb Brown go in depth on the trends that will matter to rural people.

[Find out more](#)

### Video: Rural Trends for 2022



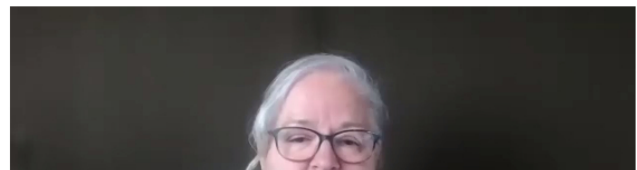
**SAVE YOUR**  
*.town*

Building fair and unified communities

## What did the Survey of Rural Challenges uncover?

Big disconnects between what rural people say they most want help with and what they are offered by media, service providers and policy makers.

Since 2015, over 1400 people answered the Survey of

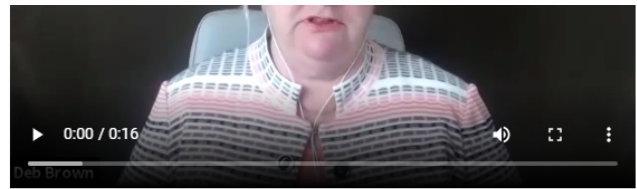


### Rural Challenges.

"There are 2700 small towns in the US alone, and that means any story is just that: one story," Deb Brown said. "That's why a broader sample, like on this survey, is important to understanding the big picture of what more rural people are thinking."

SaveYour.Town founders Deb Brown and Becky McCray share the biggest surprises in a free 24 minute video.

[Learn More](#)



**We believe small towns can be saved by their own people using their own resources.**



**We picked the name SaveYour.Town because that is what *you* are going to do, save your town. No one is coming to do it for you.**

No factory or big business is going to save you. No outside expert has the one right answer. It's you.

You are going to shift a few key behaviors away from bureaucracy and officials and toward the people. You'll let go of old formal rules and organizations in order to empower everyone to play a small but meaningful role. You'll focus more on tiny experiments by lots of people rather than a few big bets made by only a handful of official leaders. You'll welcome all ideas, from all the people in your town.

*That's who's coming to save your town: all of you.*

***Together, we're teaching you specific ways to make your small town a better place. We're creating the videos, courses and toolkits that help you learn, grow and take action.***



**How we'll help you in 2021:**

**Building more unified communities, despite deep divisions**

Learn More



Small Town Creed - Becky and Deb



Watch later



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## The Idea Friendly Town - *A Creed For Small Towns*

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.**

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.

*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. *That's ok.* No one can stop us from doing the little things that really matter. We'd rather help 10 people try their own ideas than to hold a vote and tell everyone to support the "winner." That might be more

Watch on YouTube

[Get your own copy of this Idea Friendly Creed to print out and pass around.](#)

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