



The WiseCourage Project (aka GetCourageNow) One Pager: *Taking Gandhi and King the Next Leap Forward*

Our Mission: We seek to massively increase the success rate of nonviolent civil resistance strategy-based campaigns. We will do this by helping courageous campaigns recruit and commit the numbers they realistically need to win. And we will do that by pioneering free software tools that can ***catalyse moral courage at scale***, by identifying people's individual barriers to commitment, and then by minimising or removing those barriers.

The Premise and the Challenge: **Though winning elections is essential, historically it has been entirely insufficient to achieve systemic change without the handmaiden of robust nonviolent resistance.** So seriously expanding nonviolent resistance (NVR) is now urgent to save democracy & what might still be savable of Mother nature, as well as to prevent inadvertent nuclear war in the little time we have left. The evidence: [Erica Chenoweth's ground-breaking research](#), [what it took to pass the New Deal](#), US history itself since the 1880s. The key question then is how can today's climate, social, democracy & economic justice NVR-based campaigns embolden, recruit, & commit the large numbers of courageous resisters & resistor supporters needed to have a realistic chance of success? How can we solve this *mother of all organising challenges*?

Our Solution/Hypothesis: We know there are already free and proven individual motivators that campaigns have successfully used to motivate people to action. So would combining three or four of the best of such motivators into one courage-catalyzing "ladder of engagement" have a cumulative or even synergistic effect? Over 150 interviews strongly suggest this would be the case. If our upcoming beta tests succeed, our new urgently needed courage-building tools could take nonviolent resistance organizing the biggest leap forward since Gandhi and King, and thereby hopefully save Mother Nature and democracy itself before it is too late.

How These Free Tools Work: Our new free tools motivate potential "on the fence" hesitant volunteers to commit to courageous frontline actions and to "resistor-support" roles and thereby significantly increase recruitment numbers for both categories. ***Our tools for the first time ever systematically give campaigns what they need to convert the hesitant to a committed courageous volunteer.*** One tool integrates into any campaign's **Take Action** tab. (See the 2-part demo: a [3 minute crowd acting animation](#) (tame example, we know) & our [10 minute video demo](#)). The second tool is easily used during in-person or virtual orientation sessions (see [rough demo](#)). Both tools provide a mobile-friendly courage-catalysing, ***courage-unleashing ladder of engagement***. This ladder consists of a sequence of **proven & free** behavioural drivers: inspiring interview videos, a crowd-acting/conditional commitment motivator, and a risk-reducing choice architecture.

- Our issue-agnostic tools are based on extensive R&D, user testing, and [top organizer feedback reviews](#) (including Dolores Huerta, Wade Rathke (founder/Exec Director of ACORN, et al)
- Our tools are not apps to download or a new platform to learn. Both tools are free and will be white-labelled (so our name is irrelevant) and can be integrated as well into the Facebook, instagram or twitter posts of almost any grassroots nonviolent resistance-based or labor organizing or strike oriented campaign.

Status: The meeting recruitment tool is finished. [It is here \(and continuously being improved\)](#). The TakeAction Tab tool is 70-80% finished. **Our Needs:**

- Climate, economic or democracy justice campaigns for beta-testing (**\$3k-8,000 grants available**)
- Cofounders with social media/crowdfunding experience or strong at networking to donors/campaigns
- Entres to strategic partners (e.g. established campaign tech platforms or large membership organizations). We have an offer of funds to cover integration costs.
- Additional (P/T ok) senior level Golang or NodeJS developers (P/T ok) to finish our advanced tool.
- Donors to cover the cost of beta testing and completing our Take Action tab tool: \$33k.

Other Information: Gary@GetCouragenow.org or +1 802 380 8880 (on signal and telegram). [Extensive Business and Technical FAQ](#). We also have a PPT we can send.