Everyone has a fundamental right to start something, grow an idea, realize a dream.

Right to Start is a campaign to rebuild the American economy by putting entrepreneurs first.

We call entrepreneurs of all kinds, starters. More than ever, we need starters to drive economic recovery and advance economic justice.

We do that by changing minds, policies, and communities. We seek to build a national civic infrastructure for the new economy that unleashes entrepreneurial opportunity for all of us.

Learn more about the movement at [www.RightToStart.org](http://www.RightToStart.org).
Why get involved?

You believe starters are the front line in rebuilding the American economy.

You know, deep down, all of us have the potential -- and deserve the opportunity -- to start something and make it into reality.

You are passionate about championing starters because, by lifting starters, we lift all of us.

There’s a simple formula to remember that idea: 3 + 997 = 1,000

Every month out of 1,000 of us, only 3 start new businesses. But those 3 can’t succeed on their own. The success of the 3 depends on what the other 997 do – how a community wraps around its starters. Each of us in the 997 can contribute in our own way to enhance the success of the 3. And hopefully grow that number.

How can each of us support the Right to Start in our daily lives? At the simplest level, we can be an early customer for a new business, especially when times are tough. We can do other easy things too:

› Make useful introductions.
› Share your expertise.
› Mentor someone.
› Provide feedback.
› Connect starters to potential partners or employees.
› Introduce them to people with useful skills.
› Convene starters so they can help each other.
› Teach entrepreneurial skills to the next generation.
› Give emotional support for the lonely journey.

If you aren’t one of the 3, then be an amazing member of the 997. That’s how we level the playing field for starters, by tapping the full power of all of us in the 1,000. None of us should be a bystander. All of us matter.
Here’s how to get involved.

Three ways you can participate: SIGN UP, JOIN, and HOST.

Step #1: SIGN UP
Subscribe to our newsletter

Sign up for the Right to Start newsletter. Click here for the link on our website. We’ll share updates (every 1-2 weeks) on the Right to Start campaign, including invitations to upcoming activities and events, interesting stories, and progress on advancing the Right to Start.

Step #2: JOIN
Watch our show online.

Join a live broadcast of the Start Show. Visit our website to see it. Invite your friends to join and watch with you. We feature a new community in each episode. Each broadcast will be informative, interactive, and entertaining. You’ll learn about how communities are empowering their starters. You’ll meet people doing the work and learn from them. You can interact with people in communities across the country. You can also nominate your own community by sending us an email online.

Step #3: HOST
Host your own event.

Host a Start-Warming Party. It’s like a housewarming party, but to help people launch a startup venture. The basic idea… All of us have something to contribute -- each in our own way -- to help launch something new.

It doesn’t have to be a company. It could simply be a project on Etsy or Kickstarter, a new initiative at your local school, a new book getting published, a side project on the weekend, or just an idea to start something new. You invite your friends, family, neighbors, and anyone else to come.
**Where?**  It can be hosted virtually on Zoom or Facebook Live. In the future, after the pandemic passes, it can be hosted in person wherever the startup is initially based – HQ Zero – such as a living room, garage, basement, first retail space, or somewhere else.

The format is simple. A 30-minute conversation, based on the question, “How can we help you start?” Keep it casual, nothing formal.

**Everyone contributes something to help: a start-warmer.** That could mean giving feedback or advice, sharing emotional support, providing a care package, becoming an early customer, making referrals to customers or partners, emailing friends, donating office supplies, bookkeeping or marketing help, committing to change policies, or donating $10 (a “Hamilton”) to buy startup materials.

**Invite at least one policymaker or other civic leader to the party.** Someone who can enact bigger change to make a more entrepreneurial world. That could be your local mayor, city councilperson, legislator, school superintendent or principal, or chamber leader. So this becomes a “reverse town hall” where the civic leader comes to the citizenry. To spark things, you can discuss ideas inspired by our Ready to Start policy agenda.

**What’s the impact?**

If hundreds of Start-Warming Parties were to happen across the nation, people everywhere would see that entrepreneurship is a community sport, not a solo activity. Remember 3 + 997 = 1,000.

We increase the odds of success for new ideas. We create shared understanding and empathy about the many barriers that entrepreneurs face. We catalyze changes in civic policies and practices to create a more entrepreneurial society. We build social connections between people who are disconnected but shouldn’t be. We rebuild the human-to-human touch that makes our lives meaningful again.
Steps to Host a Start-Warming Party

1. Find a friend starting something. Offer to co-host a Start-Warming Party.

2. Select a date and time to host the party.

3. Share the details with us at info@righttostart.org. That helps us grow the community.

4. Pick a technology tool. (Some examples: Zoom is free up to 100 people for 40 minutes. Skype and Google Hangouts are free up to 10 people. To host more people, you pay a modest fee.)

5. Send out invitations and get it on everyone's calendars. You have permission to use the Right to Start logo.

6. Gather invitations. Send out a final reminder before the event.

7. Here's a simple structure for your event.

<table>
<thead>
<tr>
<th>Duration</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 minutes</td>
<td>Host welcomes everybody</td>
</tr>
<tr>
<td>10 minutes</td>
<td>Starter shares the project they're working on</td>
</tr>
<tr>
<td>20 minutes</td>
<td>Friends ask questions about the project</td>
</tr>
<tr>
<td>5 minutes</td>
<td>Host asks, “How can we help you start?”</td>
</tr>
<tr>
<td>Closing</td>
<td>Take a photo or screenshot of the event to share</td>
</tr>
</tbody>
</table>

8. Keep these values in mind.

   a. **Celebrate the starter.**
      It takes courage to start something new. We want to encourage, nurture, and elevate the brave act of starting.

   b. **Help generously, in your own way.**
      It is hard to start and grow new ideas into reality. We should all pitch in and help out, in whatever ways we can. Every little bit counts.

   c. **Have fun in the process!**
      Always remember that the act of creating something new is a deeply human endeavor that is inspiring, rewarding, and joyful.