THE BE-IN INITIATIVE

Strategic Plan

October 2026 - September 2029

Vision

A world where peace is the foundation, presence the path and our collective power the force that uplifts all of humankind.

Mission

The Be-In Initiative's mission is to build the emotional foundation of understanding, compassion, and connection from which humanity can create lasting peace and sustainable solutions to its greatest challenges.

Through free, frequent, participatory outdoor programs grounded in our values and held in cities around the world, people practice and experience these ways of being together—making them more familiar and normal so they can increasingly shape our choices, our culture, and the systems we build.

Core Values

Presence: The only place we can act, connect and create change.

Connection: Genuinely relating to one another—seeing, hearing, and being seen and heard.

Joy: A deep, sustaining sense of aliveness and well-being that can be cultivated and remain present even in difficult circumstances.

Love: Deeply valuing people and caring about their dignity and well-being for their own sake.

Compassion: Recognizing suffering in ourselves and others and responding with care and a commitment to help alleviate and prevent it.

Peace: Both an inner steadiness and a social condition of safety and justice in which people live free from violence, oppression, and exploitation and conflict is addressed nonviolently and compassionately.

Responsibility: Accountability for our choices, energy, and impact; stewardship of what is in our care; and action on what needs doing.

Truth: An accurate understanding of ourselves and reality, grounded in awareness and critical thinking and lived through honesty, authenticity, and integrity.

Organizational Culture

The Be-In Initiative will model the way we believe organizations can and should work. Our culture is collaborative: people are respected, listened to and included, with clear responsibilities and authority. Everyone who works for the Initiative will receive at least a living wage and good healthcare and will be treated as a whole human being whose health, dignity, time, life and contributions matter. We address concerns and conflicts directly and constructively. Transparency, accountability, ethics, proactivity and a solutions-oriented approach guide our work.

Our employees—Human Be-Ins—will be deeply committed to the mission and will embody what a Be-In would be if it were a person rather than an event.

Programs

All Be-Ins are free, participatory programs open to the public and held outdoors in highly trafficked public spaces, where people can encounter them in the course of everyday life. Grounded in The Be-In Initiative's values, they give people meaningful opportunities to experience and practice those values together. They are noncommercial and nontransactional: no advertising, corporate sponsorship, outside vendors, selling, or outside agendas.

Be-In Joy

Be-In Joy creates a real-time experience of the kind of world The Be-In Initiative is working to build—one grounded in joy, connection, and shared humanity. Through play, dance, games, active listening, expressions of gratitude, and other shared activities, participants are invited to experience and express joy, meet people from different walks of life, see and hear one another, and practice connection, understanding, and compassion. Experiencing these values directly helps make them more familiar and easier to bring into everyday life.

Be-In Formed

Be-In Formed is organized as a series of topic-based learning tents where subject-matter experts offer brief talks followed by open questions and discussion. Sessions repeat throughout the event, allowing participants to move among topics and learn at their own pace. Topics range from hard-to-talk-about realities—including racism, sexism, homophobia, transphobia, and other forms of injustice—to civics, economics, critical thinking, and media literacy. The program makes important knowledge and expert insight accessible, encourages honest questions and reflection, and celebrates learning, acknowledging when we are wrong, and changing our minds as expressions of courage and growth. It helps people understand the world more accurately and make better-informed choices about how they participate in it.

Business Offerings

Separate from the Be-Ins, The Be-In Initiative will offer paid, mission-aligned services designed for businesses. Net proceeds from these offerings will be reinvested in the Initiative's work, supporting operating costs, Be-Ins and the development of future programs.

Be-In Business

Be-In Business is a customizable, experiential program that helps people become the kind of coworkers others want to work with, contributing to a workplace people enjoy coming into. Research-informed modules focus on communication and listening, speaking up, support and appreciation, accountability and awareness of impact, and respect. A separate module focuses on the qualities of a manager people are happy to work for. Organizations select the modules most relevant to their needs, with two modules forming a half-day program and four a full-day program.

Accomplishments to Date

- Programs: Three Be-In Joy events have been held at the Parkman Bandstand in Boston Common.

- Organizational foundation: The Be-In Initiative, Inc has incorporated and obtained its Employer Identification Number (EIN).

Planning Horizon

The Be-In Initiative is working within a three-year planning horizon ending September 30, 2029. Detailed objectives are established one year at a time, with shorter-term objectives guiding progress during each year. The first planning year runs from October 1, 2026, through September 30, 2027. Progress will be reviewed quarterly and formally assessed each September, and objectives for the following year will be established based on the organization's results, learning, and capacity.

Critical Issues

- Organizational capacity: The Initiative currently depends on the founder for nearly all essential work and must establish active governance, a dependable team and shared systems that distribute responsibility and protect continuity.
- Financial capacity: The Initiative must develop reliable, diversified funding that covers the full cost of its programs and operations, supports fair compensation and builds long-term financial stability.
- Program delivery and geographic expansion: The Initiative needs a tested, documented and centrally stewarded model that can expand without losing its purpose or character.
- Public understanding and engaged community: The Initiative must turn public reach into clear understanding, direct connection, repeat participation and meaningful opportunities to contribute.
- Evidence and organizational learning: The Initiative needs a credible, low-burden evidence system that supports honest assessment, learning, improvement and reporting.

Three-Year Strategic Goals

The following goals define the results The Be-In Initiative intends to achieve by September 2029.

1. Organizational Capacity

Operate as a tax-exempt nonprofit with an active governing board, a reliable and accountable operating team, and accessible systems for recurring work. Core functions will have designated owners and backup capacity so the organization no longer depends on the founder to perform or oversee everything.

2. Financial Capacity

Maintain reliable, diversified revenue sufficient to fund full program and operating costs, reasonable founder compensation, and needed staff or contract support without an operating deficit. Sound financial oversight and an operating reserve of at least six months of essential expenses will protect continuity.

3. Mission-Faithful Program Delivery and Geographic Expansion

Operate tested, documented program models in multiple locations. Clear standards, training, approval and central support will protect each program's mission and intended experience; by September 2029, at least one authorized Be-In will have been produced outside Boston primarily by a trained local team.

4. Public Understanding and Engaged Community

Build a recognizable public identity and a growing, directly reachable community whose members understand The Be-In's purpose and have clear pathways from awareness to participation, return participation and active contribution. Numerical growth targets will be set after credible first-year baselines are established.

5. Evidence and Organizational Learning

Use a simple, consistent and low-burden system to assess program fidelity, participation, continued engagement, participant experience and public understanding. Evidence will guide program improvements and organizational decisions, and the Initiative will publish an annual report that identifies its sources and limitations.

Impact and Learning

The Initiative measures success by whether its programs preserve their essential elements, how participants experience them, whether people understand what The Be-In is and why it exists, and whether they stay connected, return, or become active contributors. The evidence gathered is used to improve programs and guide organizational decisions. The Initiative's long-term aim is for the values experienced and practiced at Be-Ins to become more familiar in everyday life and, over time, help shape shared expectations, cultural norms, and the systems people create and sustain.

Trust

The Be-In Initiative will earn trust by matching its conduct to its commitments, communicating honestly, managing resources responsibly, and remaining accountable for its decisions and their effects. Be-Ins will remain free, public, and nontransactional, with no advertising, corporate sponsorship, outside vendors, or promotion of third parties. Responsible governance, financial stewardship, ethical decision-making, transparent reporting, and well-maintained records will put these commitments into consistent practice.

How to Get Involved

- You can help spread the word online and in your community by sharing our content and events, inviting people to attend and talking about The Be-In with others.
- You can donate, to help us cover nonprofit filing fees, our next event and operating costs.
- You can help plan and carry out fundraising activities.
- You can volunteer at a Be-In, help with planning and preparation or contribute your skills to the Initiative's ongoing work.
- You can serve on the initial governing board and help guide the Initiative as it grows.

Resources

Website: www.be-in.life

YouTube: https://www.youtube.com/@TheBe-In

Contact

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