

We may SHUT DOWN soon! Click to help #SaveEF

MAGAZINE

everyday feminism



You shouldn't have to live in a world without independent feminist media.

But across the board, independent media is in trouble, y'all – and now that trouble has hit us at Everyday Feminism.

We're on the brink of becoming yet another independent media publication that has to shut down – and that possibility is unsettling as hell.

Here's what you need to know about this urgent problem – and about Project #SaveEF.

1. The Good News

Let's start with a bit of good news (because we could use some around here).

Over the last five years, the Everyday Feminism team has built an incredible network of intersectional feminists. In 2016 alone, we had more than 40 million viewers in over 140 countries.

We offer an unique, educational, inside-out approach to fighting everyday oppression. And with the Trump administration in the White House, and the political climate as dangerous as it is, we know our work is especially critical now.

2. But About That Bad News...

We're facing scary financial trouble that's threatening to put a halt to our work – maybe even as soon as the end of May.

We've realized that we're just not going to be able to continue without some support from our community.

We're not the only site struggling like this, and there's a reason for that. It's quite a challenge, to say the least, to create independent, intersectional feminist media in a financially sustainable way in a world that doesn't value what we do.

Help Us Buy Us Time To Become Sustainable Again

If you want to join the fight to keep independent feminist media alive, and especially if you've already helped us on your social justice journey, please help us by donating.

Help Us #SaveEF!

\$50,000

68%	\$33,980	1,180
Funded	Raised	Donors

Support Our Emergency May Booster Fund!

\$ 25.00

- \$10.00
- \$25.00
- \$50.00
- \$100.00
- \$200.00
- Other

Make this Donation Monthly

DONATE NOW

Everyday Feminism Staff



3.8K SHARES

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We're calling this our Emergency May Booster Fund, because we can't continue through these next couple months without more time to regain our financial stability.

With your donations, you'll also be buying us time to re-envision how Everyday Feminism can support social justice work in our current political climate in financially sustainable ways.

Whether it's \$50 or \$5, you can give whatever you can, and we mean that – every dollar counts.

Every dollar shows that our community is committed to this fight for personal and social liberation.

4. Help By Sharing Why Our Work Matters To You

Want to help, but can't donate?

Help us with our #SaveEF campaign:

- Tell us on social media why our work matters to you with a “#SaveEF because...” tweet, picture, or video
- Include a link to our Emergency May Booster Fund (tinyurl.com/save-ef) to encourage others to donate

You'll be part of a community conversation throughout the month of May, and we'll be sure to retweet you on Twitter!

Dear readers, this moment is just plain tough for us at Everyday Feminism. We're from the same beautifully resilient, unjustly marginalized communities that we create our content for – and we need this work to exist just as much as you do.

Facing the possibility of shutting down this work at a time like this is not easy.

Shutting down now?

Not at a time when unapologetic white supremacists are in power.

Not at a time when so many people are waking up to what it means to protest for the first time.

Not at a time when millions of readers visit our website, seeking strategies for healing from toxic oppression and for inclusive, effective activism.

Not at a time when we're not giving up now. Not without one hell of a fight.

Not at a time when we ; resist.

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[Donate to the Emergency May Booster Fund!](#)

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The Everyday Feminism Team

Frequently Asked Questions

- **How can I send my donation via PayPal?** When you click to donate via the Donation box, select the 'PayPal' option instead of 'Credit Card', or you can send it through [this link](#).
- **Where can I mail a check?** Please make it payable to Everyday Feminism and mail it to 75 N Woodward Ave #87683, Tallahassee, FL 32313
- **How can I donate via telephone?** Please let us know via our [Contact Us form](#).
- **Do you accept international donations from outside of the US?** Yes, we do accept credit cards from outside of the US. If you prefer to not use one though, you can also send it via [PayPal](#). Please just make sure you're donating the desired amount since the amounts listed are in US dollars.
- **Want to support through in-kind donations or sponsorships?** Please let us know via our [Contact Us form](#)!
- **How do I know if my donation went through on this site?** After you donate, you should be sent to a thank you page and receive an email receipt of your donation. If you did not, please let us know via our [Contact Us form](#) and we will work it out.
- **How will these donations be used?** We will use them to get through the next couple months while we are developing and launching new programming to support people fighting for social justice in this current political climate and to help us regain our financial stability.
- **What happened so that you are suddenly facing a shut down?** As an online magazine that also offers online courses, our revenue comes primarily from ads and online courses. Unfortunately, ad rates have been dropping across the online media industry for various reasons. In the first months of 2017, we experienced a more severe drop in ad rates than expected. This happened while we were already in the process of developing new programming that will both offer community building and training that activists have been asking for in this current political climate and will help us regain financial stability. That's why we're asking for support to give us time for us to launch the membership program in June and build up our membership revenue to restore financial sustainability for the longer term.

What are your major expenses? We run a pretty lean organization in terms of overhead with 80% of our expenses paying for staff, benefits, and posts. Within our limited financial sources, we strive to pay equitably and pay for all posts, including even cross-posts – even though the industry norm is to pay nothing or a pretty low fee for even original posts. And since we're a bootstrapped independent media organization comprised primarily of queer people of color, that money to pay for this important work doesn't come

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us some more time with the Emergency May Booster Fund.

- **Why doesn't your fundraising thermometer go up after I donate?** We have to manually update it daily since it doesn't automatically update like on crowdfunding platforms that we're used to. Our site isn't fancy like that unfortunately and we have to manually calculate it.
- **Is this donation tax-deductible?:** No, it is not tax-deductible since we're a social justice committed organization, but not a nonprofit.

Still got questions? Please ask them in our [Contact Us form!](#)

Updates

- **May 13 – Your support's making a huge difference!**
 - We're more than HALFWAY to our goal!! With just under \$28,000 coming in, and all of your sweet messages, emails, #SaveEF tweets, and other encouragement, you're giving us so much hope that we can do this. Share the good news to keep boosting Project #SaveEF!!
- **May 8th – 1 Week In!**
 - With hundreds of donations coming in, we raised over \$15,000 in the first week! So many of them were just \$5-25 and some were even as small as \$1 and \$3 – which we really appreciated. It showed us that for even for folks with limited financial means, they still wanted to show they cared about saving EF because of the impact we've had in their lives. And every little bit helps and when we all give, it really adds up! We also got some large donations of \$100 and \$200, and even one \$1,000! We also really appreciate those who have greater financial means for being so generous and helping to make sure this online magazine stays alive.
 - We raised our fundraising goal from \$20,000 to \$50,000 based on how much money was raised in the first week alone. We decided to do this because \$20,000 was the absolute minimum amount we needed to squeak by in May. And while it would get us to June, it was still leaving us in a precarious financial situation in June. So we decided to raise it to \$50,000, which will get us to starting on a cleaner financial slate and stronger financial footing come June – which would be a huge relief! Let's make it happen!!
- **May 2nd – Launch Date!**
 - We launched our fundraising campaign and raised \$1,500 in the first day alone!
 - We got so many amazing #SaveEF tweets that really warmed our hearts and raised our spirits, such as:
 - @mej0 told us that “[n]o other online resource makes tough topics like racial and gender equity, ableism, [and more] as clear [and] comprehensible” as Everyday Feminism does.
 - @uroverreacting said that Everyday Feminism is “by far, the best resource dedicated to intersectional feminism I have come across.”
 - @t_jazzper said that we always produce “well-written articles that I can send to people [who] have questions about social justice.”

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Feminism is “like a heavy rock being lifted from my chest.”

ABOUT

- Our Vision
- About Everyday Feminism
- Meet the Team
- Comments Policy

GET INVOLVED

- Join the Team
- Write for the Magazine
- Cross-post Our Articles
- Book a Speaker

STAY CONNECTED

- Contact Us
- Like Our Facebook Page
- Follow Us On Twitter

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