



GetCourageNow

<https://getcouragenow.org>

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How can today's climate justice movements recruit & commit the vast numbers of courageous volunteers they need to effect significant change through nonviolent mass civil resistance?

Primary Hypothesis: We know there are individual, minimal, or no cost motivators which campaigns have successfully used to increase recruitment & commitment metrics.

Therefore, combining five of the best of such motivators into one mobilizing app should have a cumulative, and possibly synergistic effect.

Our Mission: To increase the chance of campaign success up to 70-80% by identifying and removing peoples' psychological & logistical barriers to participation in campaigns - in effect, scaling courage.

The Software Solution:

- Onboard more volunteers by seamlessly integrating five major psychological drivers (such as motivational videos, conditional commitment, barrier removal, peer-bonding) proven to increase engagement into a one stop, mobile friendly, free, highly secure, and open source tool that can be integrated into any grassroots organization.
- Target and coordinate both essential audiences (campaign organisers and potential volunteers) in the one platform using collaboration and communications tools.
- See our powerpoint for the best explanation on how this works (demo on slide 5).
- Based on four years of research and development and extensive user testing.

Current Needs:

- Urgent \$50k (barebones) funding match to achieve proof of concept.
- Additional \$30k to run beta tests with 3 campaigns (budgets available upon request).
- Volunteers for social media and marketing.
- Additional well organized climate justice campaigns for beta-testing.
- Strategic partnership development.

Other Information:

[Powerpoint](#)

[Software Architecture](#)

[Business and Technical FAQ](#)

[Testimonials](#)