



WORLD PULSE

**Log on. Rise up.
Speed up global
change with us.**

Your Guidebook

“My voice is no longer silent and I have become a force to reckon with.”

WORLD PULSE MEMBER NIGERIA

**Welcome to World Pulse.
We’re so glad you’re here!**

Our story is now a part of your story.

**Together, we will create a new story
— a world where all women thrive.**



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Introducing World Pulse

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Our Herstory

From One Voice to Many

When I was 19 years old, I went to the Amazon forest as a journalist and worked with women struggling to feed their families as a result of oil contamination. They asked me to be their messenger – to tell their story to the world. And as I continued to travel – to the Burma border and across the United States – I heard this same plea from more and more women. That’s when I realized that we needed a global media source where women could be their own messengers.

Less than 10 years later, I founded World Pulse. It began simply as a print magazine. But as digital media gained momentum, we took World Pulse online. And while the mission remained the same, the impact multiplied. Today, tens of thousands of people around the world are united through our social platform and our members touch millions more as a result. As we develop new ways to engage our online community, it will only

continue to grow. We are speaking a new world, and the world will hear us roar.

World Pulse has a bold ambition – to use digital technology to unleash the untapped creative human potential of women everywhere. This guidebook reflects that dream and will help us get there. It represents what we stand for and the values that guide us. All our work moving forward should map back to this guide. Please read this carefully and hold it close to your heart. This is our story.

Love,



Jensine Larsen
Founder and CEO



The Challenge

There is still no nation in the world where women have equal voice

At our current pace, it is estimated that it will take another 100 years for the world to reach gender equality. Women experience more devastating violence, poverty, and discrimination than men everywhere. This inequality is holding back humanity. We need to speed up the pace.



24%
of women in parliaments worldwide
INTERNATIONAL PARLIAMENTARY UNION

52%
of women and girls have experienced online abuse
WORLDWIDE WEB FOUNDATION

19%
Women are featured as experts 19% in global media
GLOBAL MEDIA MONITORING PROJECT

20-40%
Half of world's women still do not have access to the internet with 20-40% less access than men
-EQUALS.ORG

5%
The amount of recorded history that research have estimated is devoted to women's stories
NEW YORK TIMES GENDER

75%
Women and girls perform more than 75% of unpaid care work worldwide. With more than 10 trillion dollars in 2019
UNITED NATIONS

The Opportunity

Experts agree women are the key to solving all global challenges

World Pulse is using technology to connect and strengthen more women leaders to solve more global challenges, faster – so we can reach global gender equality in 10 years, NOT 100.



Reducing Climate Change

PROJECT DRAWDOWN

Educating women and girls is one of the top ways to stop climate change with the potential to eliminate 120 billion tons of carbon emissions by 2050.



Ending Poverty

MCKINSEY

An additional \$28 trillion dollars would be added to the global annual GDP if women played an equal role in the economy.



Global Health

WORLD HEALTH ORGANIZATION

When women are healthy, community health increases by 40%.



Ending Violence

PURDUE UNIVERSITY

Women's networks are the most effective lever for transforming violent cultural norms and ensuring sustained national policies.



Political Participation

HARVARD UNIVERSITY

When women reach 30% or more of political leadership, it creates a tipping point where policies are more likely to benefit society as a whole.

Who We Are

Women hold the power to create global change.

We connect them.

World Pulse is an independent, women-led social network for social change.

We provide a safe, supportive online space where women's voices are rising from the ground up to make a difference. On World Pulse, women and allies are logging on from more than 227 countries and territories and exchanging stories and resources to grow their impact.

These digital connections have enabled our members to launch new social movements, businesses, and initiatives - impacting the lives of 21.6 million people in their communities.

80,000

NETWORK MEMBERS

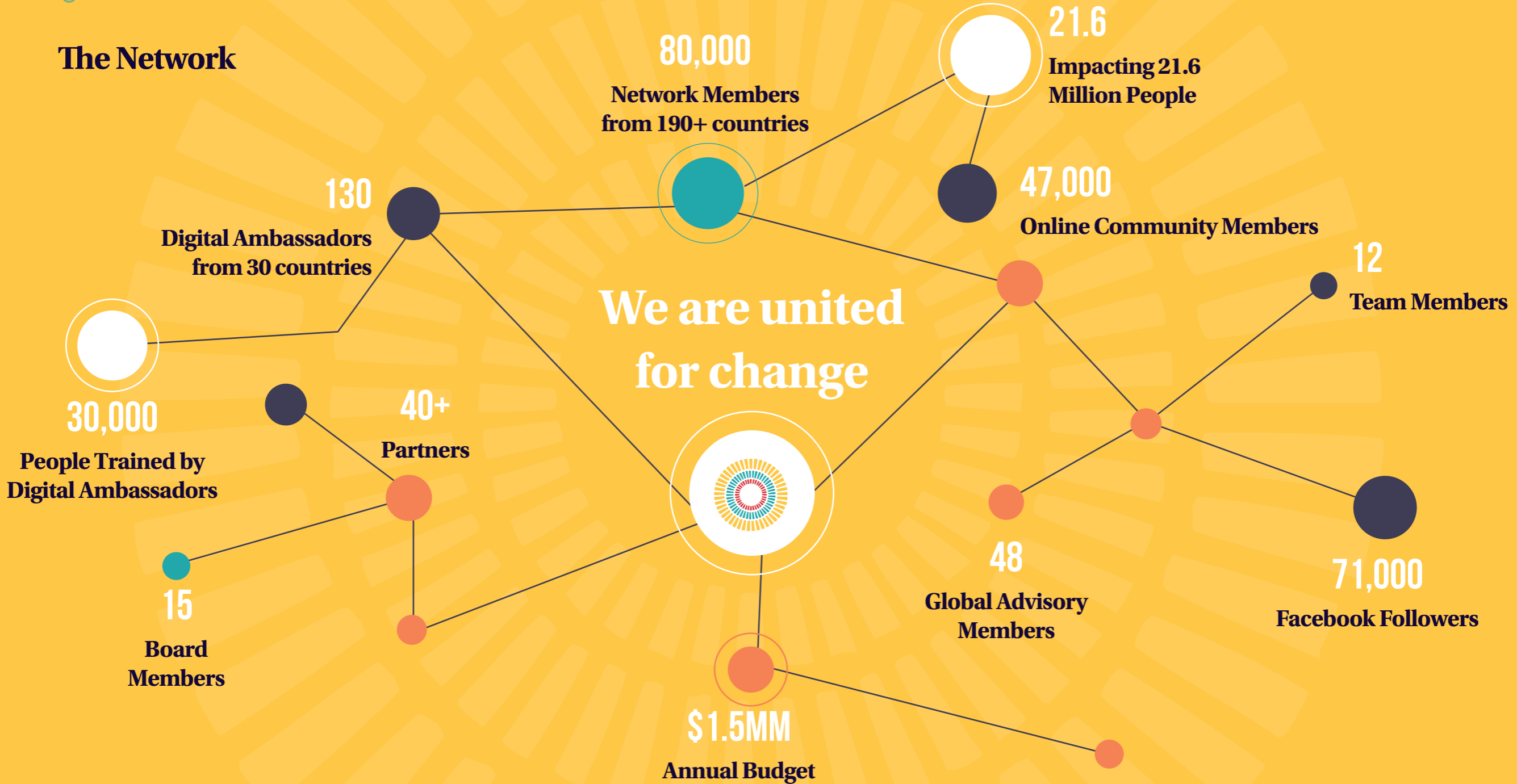


227

COUNTRIES AND TERRITORIES



The Network



How We Do It



COMMUNITY

Every woman has a voice in our supportive online community.

Our online network is a sanctuary where every woman with access to the internet can be heard, access resources, and connect with women and organizations from 190 nations to solve global problems.



STORYTELLING

We magnify the power of her voice.

Our editorial desk crowdsources the best of women's stories and solutions and promotes them to media outlets and influential forums.



TRAINING

We equip her with tools to be a digital-savvy changemaker.

Our women Digital Ambassadors are equipping their communities of grassroots women and girls with the digital skills to use her voice to build online and offline movements for change.

Our Why



The world we are calling for is the world we are creating.

Together, World Pulse and our community are creating a world where all women thrive, in every facet and every corner.

A world where women everywhere are:

Heard

Connected

Powerful

Prosperous

Celebrated

Free

A world where women thrive is a world where everyone thrives

Our Compass

We are on a mission

To create a world where all women thrive: one click, one comment, one connection at a time.

We believe

When women are heard and connected they transform the world for the better.

Success in ten years

World Pulse will be the world's leading social network powered by millions of connected women transmitting change in every community in the world, impacting billions more, and creating an unstoppable tipping point to global gender equity.

Our vision

A future where every girl and woman believes in the power of her own voice and uses it to build a world where all life thrives.



Our Values

Our values pulse through all that we do

Voice

We express our unique voice and use it to change lives for the better – including our own.

Connection

We connect to break isolation and cause mutual transformation.

Abundance

We create abundance by appreciating and sharing what we have.

Beleza

We celebrate diversity and artistry to design a more beautiful world.

Power

No longer victims, we awaken to our individual and collective power and use it for good.

Our Stand

The status quo is killing us, so we are here to tap into our collective wisdom to do things differently.

We endorse and uphold

The Feminist Principals of the Internet (APC)

The Principles for Digital Development (Digital Impact Alliance)

The UN Sustainable Development Goals, 5 and 5b (UN)

We Are	We Aren't
Interconnected	Siloed
Ground up, community powered	Top down
Committed to global women's rights	"Left" or "Right"
Growing leaders and movements	Building up heroes
Crowdsourcing collective wisdom	Pundits
Real relationships making real impact	Clicktivism
Reciprocal	Charitable
Cooperating with abundance	Competing with scarcity
Honoring the invisible and undervalued	Commercializing
Devoted to informed consent	Exploiting voices and data
Pro-women and those who support gender equity*	Anti-men
Building solutions and healing	Moving fast and breaking things

Diversity & Inclusion

We believe a world where all women thrive is a world where everyone thrives

World Pulse's mission is to create a world where all women thrive — one click, one comment, one connection at a time — and our vision is to speed up the pace towards global gender equality by using technology to unleash the untapped creative potential of women everywhere.

The World Pulse community strives to be a **safe, supportive, and inclusive place for all marginalized gender identities** — including trans women, women of color, women with disabilities, LGBTQ+ women, indigenous women, women of all religious, non-religious, or atheist backgrounds, trans and non-binary individuals, and all gender identities that are **systemically oppressed by gender inequality**.

We also welcome **all those who support gender equality** in our community, who are essential in our movement — such as men of all races, ethnicities, and religious, non-religious, or atheist backgrounds. We ask that anyone who is not an individual belonging to a marginalized gender community to listen actively and allow space for **marginalized voices to be heard first** in our community.

Our Partners

We are passionate about partnership

We team up with leading global organizations to use technology to grow women's collective voice and power. We provide an online platform to connect partner member's voices, provide digital trainings to their networks, channel women's voices for advocacy, and exchange online resources and opportunities to benefit more women internationally.

Here are a few of the many:



Our Accolades

We've been recognized for our leadership



Our Endorsements



Jane Goodall

“It is time to listen to the voices of World Pulse. It is time for women to use technology to band together, speak out, and heal the world. It is time for women to take the power.”



Hazel Henderson

WORLD RENOWNED ECONOMIC FUTURIST

“World Pulse has developed a digital platform that is sitting on the most valuable storehouse of intellectual properties in the world: the networking of women’s knowledge in communities across the globe.”

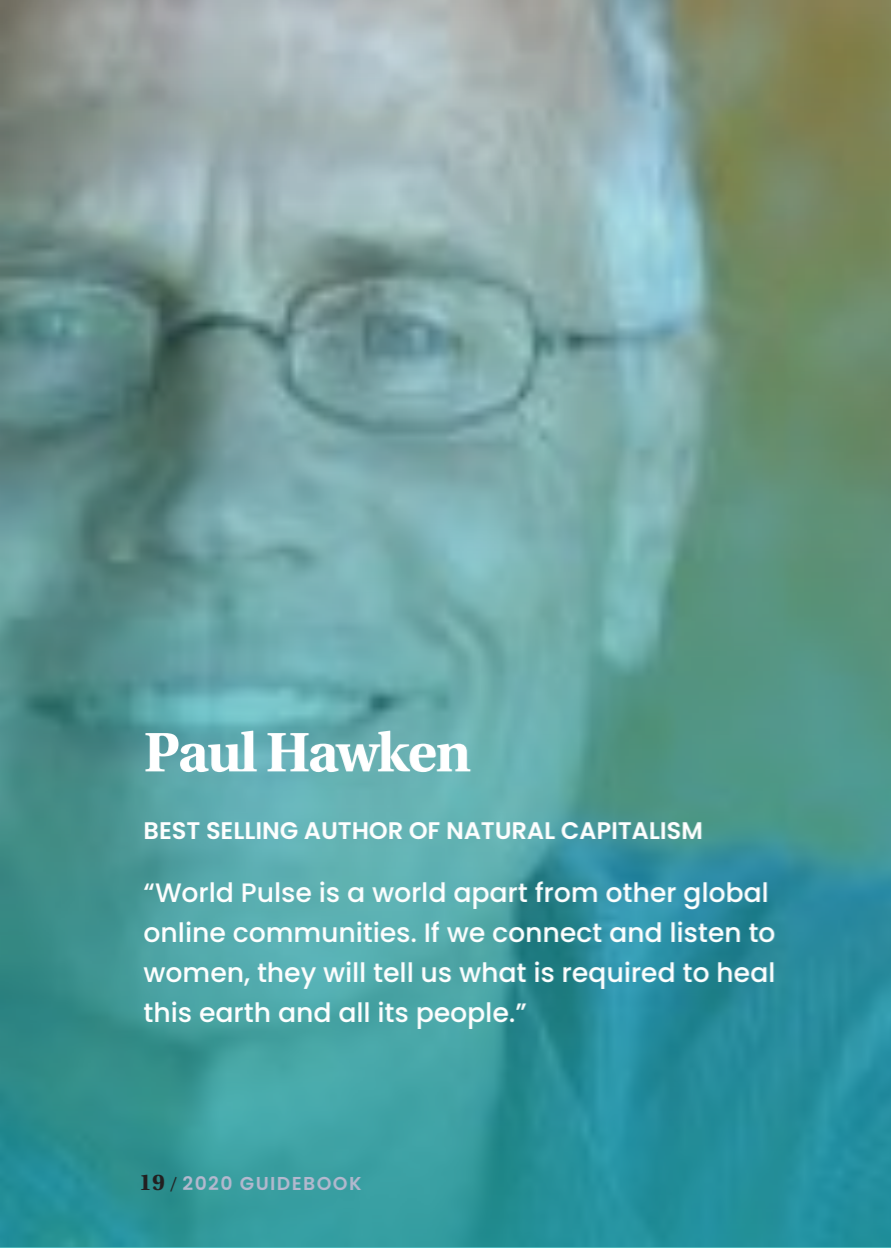


Phumzile Mlambo-Ngeuka

UN WOMEN EXECUTIVE DIRECTOR

“The work of World Pulse in building digital empowerment at the grassroots level is a critical effort that will enable women to take advantage of information and communication technologies to build community, unleash economic opportunity, and influence decision-making.”

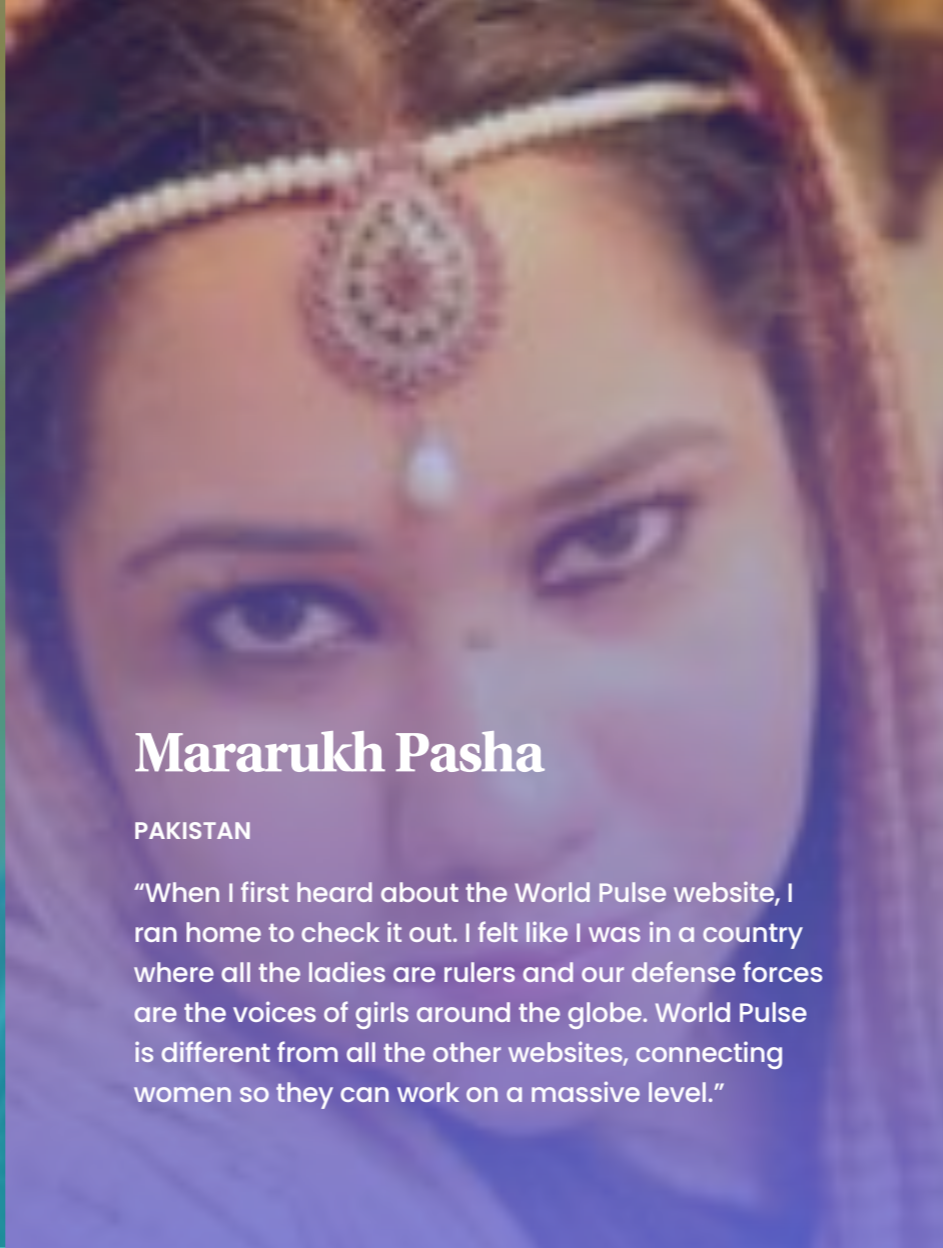
Our Endorsements



Paul Hawken

BEST SELLING AUTHOR OF NATURAL CAPITALISM

“World Pulse is a world apart from other global online communities. If we connect and listen to women, they will tell us what is required to heal this earth and all its people.”



Mararukh Pasha

PAKISTAN

“When I first heard about the World Pulse website, I ran home to check it out. I felt like I was in a country where all the ladies are rulers and our defense forces are the voices of girls around the globe. World Pulse is different from all the other websites, connecting women so they can work on a massive level.”



Craig Newmark

FOUNDER OF CRAIGSLIST

“Everyone needs their own equivalent of the printing press — a good internet platform where people can make their voices heard. World Pulse provides that platform for women across the world, where they can make a difference.”

Her Digital Leadership Journey

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Our Audience

The World Pulse Women are Many



Change Leader

"I want to be heard and build support for my vision to improve the lives of others"

Actions

- Post Stories
- Post campaigns
- Post comments
- Search Resources



Her voice is leading others. She has a vision and drive to better her community and needs visibility, connections, and resources to make it happen.



Change Champion

"I want to be personally connected to women leaders making a difference and partner with them directly."

- Post comments
- Post resources
- Donate
- Mentor



She is actively rooting for women making change. She devotes time to learn firsthand and lend her support to be a part of the movement, enrich her life, and make a difference.



Change Believer

"I want to be informed and have quick ways make a difference on a wide scale – whether through giving financially or sharing information."

- Read
- Love
- Share
- Donate



She believes in the power of women speaking out and making change everywhere. She does her individual part to contribute despite a packed schedule with multiple career and family obligations.

All

- Cares about making a difference for her life, her community, and the world
- Digitally literate and some level of regular access to the internet
- Has a secondary education, most likely 20–55 years old.

The Leadership Pathway

After she logs on, we've developed an online pathway to nurture her on her leadership journey.



How It Works



#1
Celine Ebere Osukwu had little opportunity in her community

“Growing up disabled in Nigeria I was ignored and bottled up with emotions, not knowing who I can share my challenges with.”

She searches online for a place to belong and finds World Pulse

“I googled for “women’s voice” on my neighbor’s computer and with one click a new door opened for me.”



She grows her leadership impact with new trainings, badges, and promotion of her work



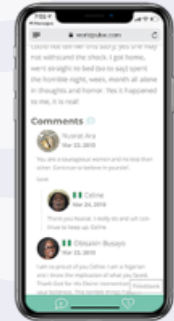
“Today, I am a vocal voice of my community, mobilizing thousands of women with disabilities and speaking out on neglected issues that affect the lives of millions of less-privileged persons.”

TODAY, CELINE HAS LAUNCHED DISABILITY PROGRAMS TODAY SERVING MORE THAN 6,000 WOMEN AND STARTED A RADIO PROGRAM ENCOURAGING MILLIONS OF WOMEN TO VOTE.

One Woman’s Journey

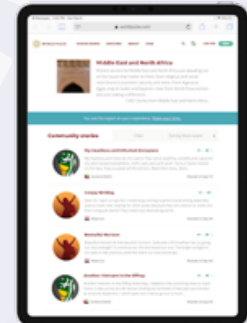
Members welcome Celine with encouraging comments

“From the moment I logged on I met women around the world and I recovered my lost self-worth through sharing information, getting inspiration and encouragement.”



She’s invited to speak her recommendations to decision-makers

“I used my World Pulse-honed voice to speak loud and clear to represent the interests of women with disabilities. My stories were delivered to governments and were cited in two academic journals by researchers!”



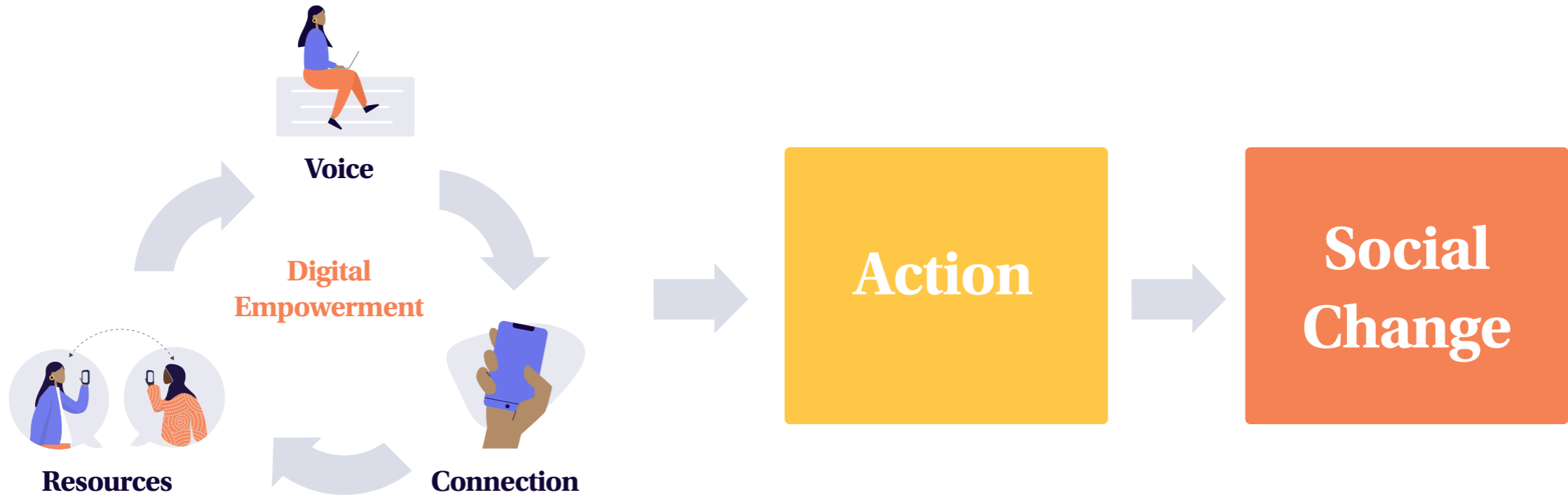
Celine finds new connections and resources by browsing topics she cares about

“I gained tremendous support from the community to expand my work for women and attend international training programs.”

Our Theory of Change

Digital Empowerment Framework

We've developed a digital empowerment framework that involves three interrelated dimensions enabled by digital technologies - voice, connection, and resources - that together contribute to women taking action individually and collectively to transform their communities and the world.



Our Direct Impact

We are a digital accelerator for emerging women leaders

We are successful if she uses World Pulse to move from feeling alone and invisible to networked, powerful, and resourced.



Before

Isolated & Invisible

IFFAT |  Pakistan

Wants to end child marriage



WORLD PULSE



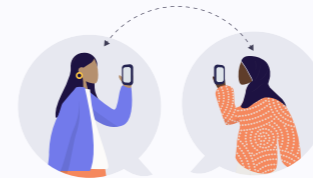
Voice

She believes in the power of her voice and takes action



Network

She gains a wider global network of support for her vision



Resources

She accesses increased digital skills and resources to make the social change she seeks

World Pulse is a digital accelerator, enabling her to increase her average leadership impact by 2,000 people over a 1-3 year period



After

Globally Supported, Powerful & Resourced

Impacting 2,000 girls who avoid child

Our Model

The World Pulse Effect

A digital accelerator for emerging women leaders.



Before
Isolated & Invisible



After
Connected, Heard & Supported

Her impact is accelerated, impacting an average of 2k more.

Our Community Leadership Pathway

Find the leadership role that's right for you

Through World Pulse, the more you raise your voice, encourage others and share resources, the more impact you make. We celebrate our most transformational members with special leadership roles and badges. Earn yours today.



You belong here.



VOCAL
CONTRIBUTORS



FEATURED
STORYTELLERS

Storytellers

No matter how big or small, your story matters—and you know our global community is always here to listen. You speak from your heart and speak out on issues that matter to you.



ENCOURAGERS



MENTORS

Champions

You honor the brave voices of World Pulse members who are speaking out and making change. Your words and actions of encouragement and support can transform lives and ensure that every voice in our community feels heard and valued.



FEATURED
CHANGEMAKER



DIGITAL
AMBASSADOR

Activators

You are carrying out your dreams both online and on the ground, making change and lifting up others. You are a powerful beacon of hope for your community, and the World Pulse community.

World Pulse badges bring benefits

Be honored with greater recognition, visibility, and opportunities.

Storytellers



VOCAL CONTRIBUTORS

WHAT: You are actively sharing your voice and posting new stories.

HOW TO EARN: Post a story every 3 months. Automatically awarded after you post.

BENEFITS:

- Community visibility in MyPulse feed and support of your story
- Eligible for special invitations for training and award opportunities



FEATURED STORYTELLERS

WHAT: You've told a powerful story that will resonate for many.

HOW TO EARN: World Pulse editor notifies you that a story you've posted has been selected for publishing.

BENEFITS:

- Editing support of your story
- Featured on World Pulse website and social media feeds
- Eligible for promotion to wider media outlets and content partners
- Eligible for special invitations and award opportunities
- \$100 USD honorarium

Champions



ENCOURAGERS

WHAT: You ensure every voice on World Pulse feels heard by leaving encouraging comments and suggesting connections on member posts.

HOW TO EARN: Make 3 comments a month. Automatically awarded after your third comment.

BENEFITS:

- Learn global perspectives and gain empathy and deep listening skills
- Build mutually supportive global online relationships that lead to greater impact
- Eligible to be featured on website, e-comms, and social channels
- Invitation to join monthly online Encourager Parties



MENTORS

WHAT: You share your time, encouragement and life expertise with global leaders championing transformative projects.

HOW TO EARN: Apply and, if selected, make a six-month commitment with their mentee and bi-monthly group calls with their cohort of mentors.

BENEFITS:

- Build deep connections with high-impact Featured Changemakers
- Training on breaking down bias in cross-cultural engagement
- Connections with peer network of other global mentors
- Eligible to be featured on website, e-comms, and social channels

Activators



FEATURED CHANGEMAKERS

WHAT: You are leading projects, launching campaigns, and using digital tools to transform lives.

HOW TO EARN: With a Vocal Contributor badge, you can apply when our cycles open, several times a year. Then, complete a six-month leadership program.

BENEFITS:

- Your initiatives featured to international audiences on World Pulse website, e-comms, social channels and to content partners
- Access to your own Impact Dashboard to display and track your growing impact to international audiences
- Eligible for nomination to awards and recommendation letters from World Pulse
- Eligible for mentor ship
- Eligible for additional trainings



DIGITAL AMBASSADORS

WHAT: You are a World Pulse leader dedicated to paying it forward to lifting up women's voices globally. You provide digital skills training to women and girls in your communities and connect them to the World Pulse global sisterhood.

HOW TO EARN: With a Vocal Contributor or Encourager Badge, you can apply. If selected, complete an orientation training course and conduct your own training sessions. Eligible to renew every six months.

BENEFITS:

- Featured for your leadership to international audiences on World Pulse website, e-comms, social channels and to content partners
- Receive training materials, ID badge, and materials
- Eligible to attend exclusive calls and training sessions with other Digital Ambassadors
- Eligible for nomination to awards and recommendation letters from World Pulse
- Your own Digital Ambassador certificate

Measuring Impact

29. Impact - Voice, Resource, Network

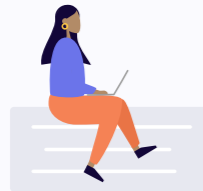
30. Impact - Taking Action

31. Our Impact Methodology

Impact

Voice, Resource, Network

Our members report that by speaking out and networking on World Pulse, they made significant gains in the areas of:



Voice

84.5%

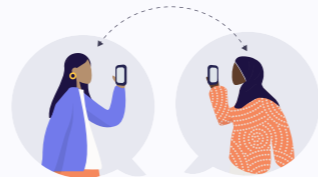
felt more confident to speak



Network

69.2%

grew their network or made new connections



Resources

49.5%

found a beneficial opportunity or resource



Average Impact

ONE WOMAN IMPACTS 2,000 MORE



Median Impact

ONE WOMAN IMPACTS 100 MORE

Impact

Taking Action



2019 Community Impact Survey Response

SHERNA ALEXANDER BENJAMIN |  Trinidad & Tobago

World Pulse has been a life changer and social accelerator in my life. It continues to facilitate a space for me to unleash my love for writing, advocacy, and learning. It has built my confidence, expanded my knowledge as I see through the lens of others and travel the world as I read their stories. Writing saved my life and World Pulse provides a safe space for me to write, speak my truth, find myself, become 'greater than my suffering, and drive social change.'



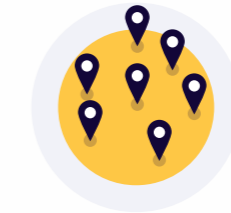
73%

reported their actions as a result of World Pulse made an impact



49%

trained or educated others



32%

changed behaviors in their community



1/10

influenced a law or policy

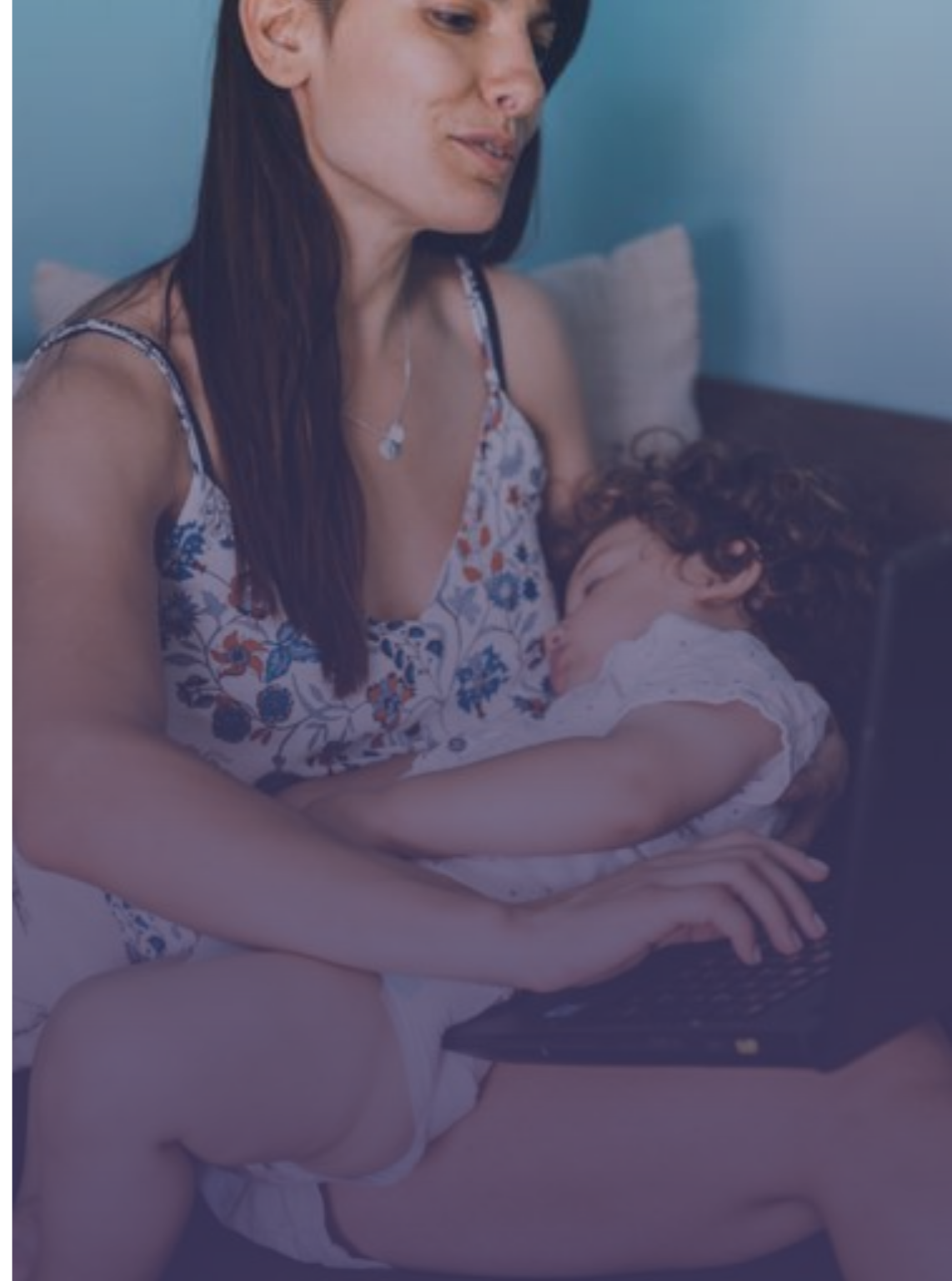
Our Impact Methodology

How do we measure our impact?

World Pulse uses a Monitoring, Evaluation, and Learning (MEL) framework that examines how digital empowerment leads to members taking action for personal and social change. We are committed to a process that is accountable, systematic, transparent, accurate, ethical, and innovative. Our MEL research is led by Jasmine R. Linabary, PhD., an expert in safety and inclusive participation in digital and physical spaces. Through consent-based reporting, we evaluate whether members report having accessed increased Voice, Connection, and Resources through their participation with World Pulse, and whether that then led to action (leadership, collective action, decision-making) and ultimately social change.

We measure our program effectiveness by analyzing quantitative and qualitative data collected from our website, an annual impact survey, program surveys, and ongoing community feedback via multiple channels. Through these channels we track the engagement, outcomes, and needs of our community to provide organizational learning and inform strategic planning.

Our annual impact survey is used year over year for comparative results.



Forward Strategy

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Strategic Priorities

The 10-year digital path to gender equity

FOCUS

SUCCESS IN 10 YEARS



Growing Leaders

Provide an accessible online leadership pathway and safe environment to accelerate women's leadership growth and offline impact.



A proven digital leadership accelerator

A tipping point of 500,000 new women leaders across all sectors are impacting 1 billion more in their communities in every country of the world. Lead the technology sector setting standards for digital inclusion for women's voice and agency.



Raising the Volume

Source crowdsourced content on timely issues of importance for women globally and promote their collective voices to advocacy partners, media, and institutions.



A megaphone for women's global grassroots participation

We are a trusted go-to source channeling women's voices to world media and global decision-makers to influence policy, culture, and decision-making.



Linking Movements

Network women leaders and organizations across regions and topics to facilitate online and offline collaboration, knowledge-sharing, and impact tracking.



A network of networks shifting power

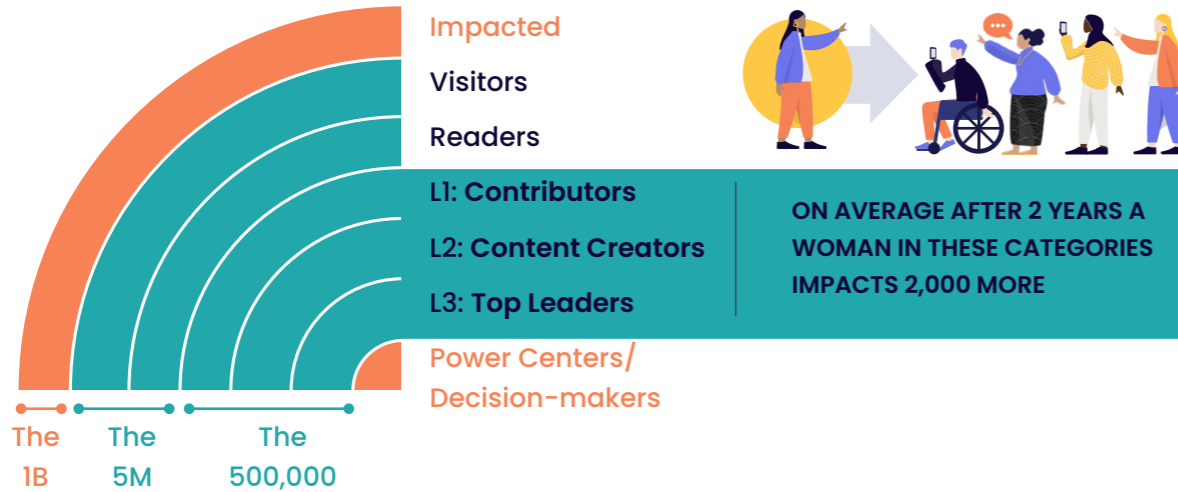
A trusted global platform facilitating deep cross-sector movement building and providing rich impact data that transforms international development from top down to ground up, led by local women's networks.

Our Roadmaps

We've defined our online engagement benchmarks for healthy community and exponential impact

GOAL: Connect 500,000 women leaders worldwide who will accelerate their social change work to impact one billion more in their communities.

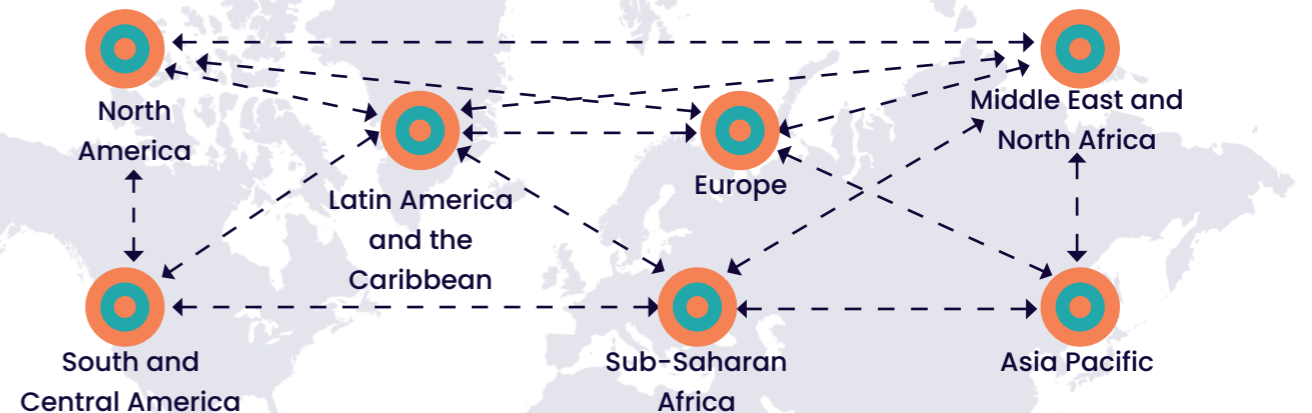
WE FOCUS ON ACTIVATING "WOMEN IN THE MIDDLE" WHO CAN LIFT UP THEIR COMMUNITIES AND BRIDGE THEIR VOICES TO POWER CENTERS.



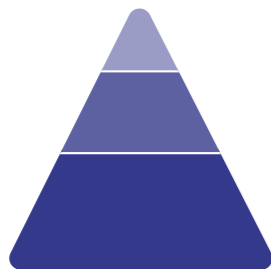
ONLINE ENGAGEMENT WITH THE WORLD PULSE COMMUNITY IS FLUID TO SUIT THE CURRENT NEEDS OF OUR MEMBERS



WE BREAK DOWN SILOS AND CONNECT "WOMEN IN THE MIDDLE" ACROSS REGIONS AND TOPICS TO BUILD MOVEMENTS

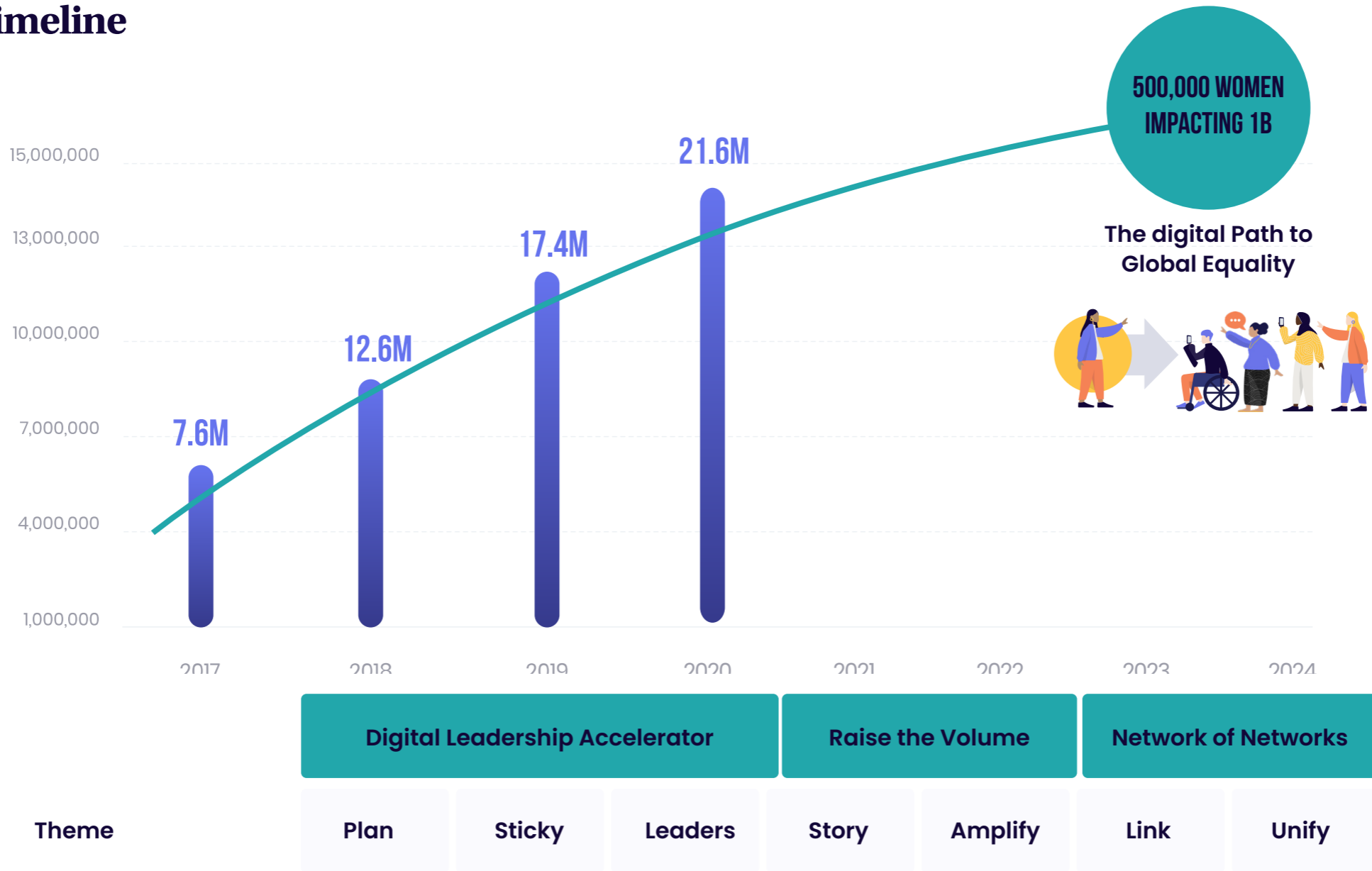


WHAT OUR HEALTHY ONLINE COMMUNITY MEMBERSHIP DISTRIBUTION LOOKS LIKE

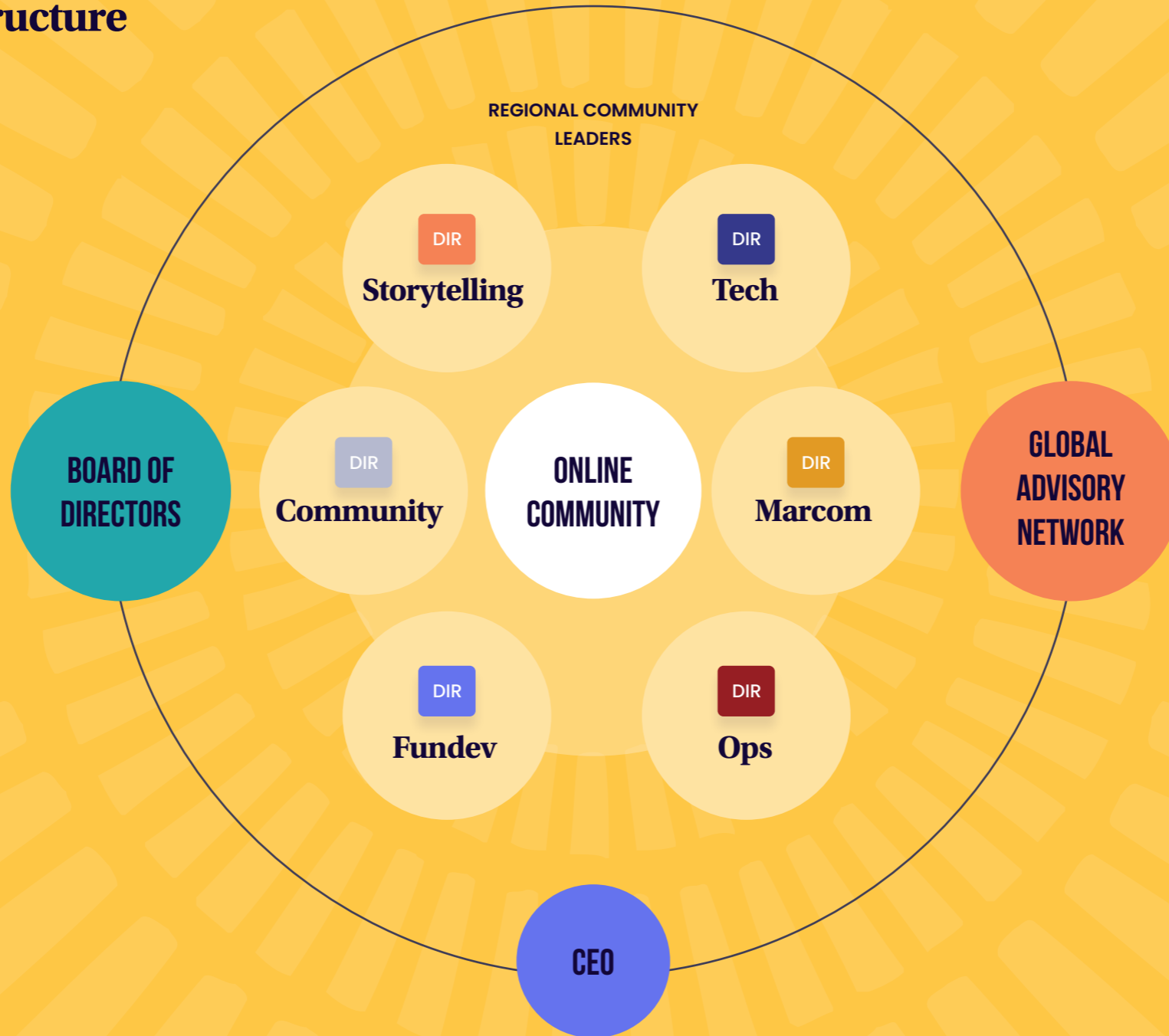


- Top Leaders
- Contributors
- Readers

Strategic Timeline

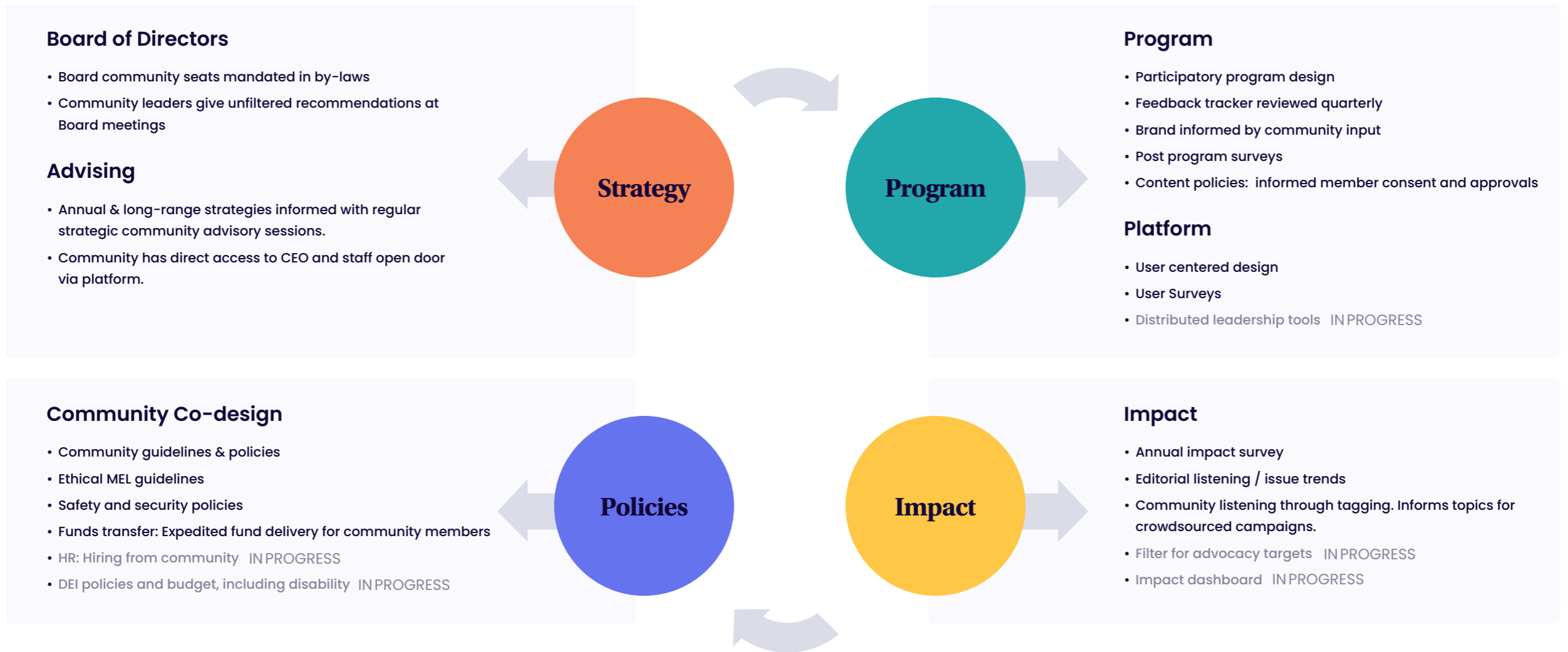


Organizational Structure



Community-Led and Powered

Systems, policies, and feedback loops



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Your Action Kit

Like and follow all of our social media accounts.

We'll be sure to do the same!



Annual opportunities

- Fill out the annual impact survey we send to our network.
- Give an annual gift to the degree you are willing and able!



Create an account **on World Pulse** and create your World Pulse profile. Introduce yourself to our community by making a post!



Leave 5 encouraging comments on stories you appreciate to start learning about our community.



Be a loudspeaker for World Pulse! Announce your connection to World Pulse to your social media channels.

[Download social graphics](#)



Watch our 11-minute film on YouTube to get more familiar with World Pulse and what we do.

Our Spirit

**You embody the World
Pulse spirit when you:**

- Lift up women and girls around you**
- Speak out for what you believe and for others**
- Connect others together**
- Use technology for good**
- Listen with empathy**
- Seek personal transformation**

Tips for Presenting

Top Guidelines for Speaking About World Pulse

- Tell your own story and your experience with World Pulse
- Create a safe space in the room and build confidence by emphasizing how each voice matters. Explain how World Pulse is moderated so they will be supported when they do speak out.
- Get out your cell phone and have them download the app on the spot.
- Walk around and help them sign up and post their first story or comment
- Ask them what their needs are and use their own examples to show them how World Pulse could help – for example, posting a resource need or offer, searching by region or topic to find new connections.
- We encourage you to experiment with what will work for your

The most important thing is your intention and your passion - perfection is not the point!

More Questions?

Some common questions include:

How old do you have to be to use World Pulse?

Youth under 14 years old should only use World Pulse with parental supervision.

Are men or male-identified individuals welcome on World Pulse?

Male-identified individuals who are committed to supporting women are welcome on World Pulse, however they are encouraged to read and listen for some time before they post themselves.

Is World Pulse political?

World Pulse is non-political. We encourage dialogue between different life-experiences, opinions, and perspectives as long as the dialogue is respectful and supports each person's dignity.

[Access our FAQ Here](#)

The Soul of World Pulse

44. Soul of World Pulse

Soul of World Pulse

Let us be a loudspeaker for women of the world

Let us be voice where before there was silence

Let us stand back while they speak up, for their words are so beautiful they need no adornment

Let us be their platform, their forum, their safe haven, their sanctuary, an amplifier no one can ignore

For we believe every human voice has the right to be heard and connected

And because the world is what we make of it, let us create a world where women are not merely free, but empowered so greatly as to be unstoppable

A world where each woman can transform her life and the lives of those around her simply by raising her voice

One voice at a time, millions of voices strong

Until the sound is so deafening, the whole world will hear their music

This is the pulse that transforms the world.



This is World Pulse.



WORLD PULSE

**Log on. Rise up.
Speed up global
change with us.**

Your Guidebook