



INVEST IN SHIRE

Enabling millions of people to volunteer remotely for campaigns & nonprofits

LEAD INVESTOR



The Juggernaut Project

The team at Shire has an extraordinary vision for a product that will help solve a challenge that most campaigns and nonprofits face: Managing volunteers remotely is very hard. Crucially, it's a problem they've experienced firsthand, which has allowed them to envision a powerful and innovative solution. Remote organizing is only going to become more important in the years to come. We believe that Shire has a very good chance to build a product that plays a key role in facilitating remote organizing and ensuring that it's accessible to everyone. Samantha has put together an impressive team with the skills, experience and tenacity to build something special. We're thrilled to be supporting this exciting project and can't wait to see how much more political campaigns and nonprofits are able to accomplish with Shire's help.

Invested \$6,000 this round

[Learn about Lead Investors](#)

[shire.blue](#)

Chicago IL



Minority Founder

Female Founder

Technology

SaaS

Highlights

- 1 📈 Early Traction: 75+ campaigns & huge nonprofits on the waitlist, including sitting federal reps
- 2 🏳️‍🌈 LGBTQ+ founder with extensive experience in politics, nonprofits & tech startups
- 3 🛠️ Built atop open-source technology, Shire already has feature parity with systems like Slack
- 4 ❤️ Shire is dedicated to supporting only progressive campaigns and causes aligned with our values
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- 5 🚫 Existing tools don't scale and aren't priced right for political campaigns or nonprofits
- 6 😲 Progressive political campaigns spent \$400 million in 2020 alone on volunteer mobilization tools
- 7 🌱 Once established in the political market, the nonprofit market has huge potential for expansion

Our Team



Samantha Boucher Co-founder & CEO

A serial startup early hire & helped scale early-stage startup companies including Handshake, now at 3.5b+ valuation. Served as campaign manager for Democratic U.S. House and U.S. Senate campaigns, with extensive political industry experience.

As a federal campaign manager during the pandemic, I faced the problems of organizing remotely firsthand. Political tech hasn't caught up. This means that progressives and Democrats will continue to lose campaigns we could otherwise win. Volunteers make all the difference, and Shire will bring more to the fight than ever.



Edward Monical-Vuylsteke Co-founder & CTO

Edward is a backend developer and systems architect with 15+ years of experience in building scalable, integrated systems.



Michael Aponte Engineering Director



Michael is an experienced organizing director and full stack engineer with a deep understanding of the needs of movement organizers. He is a graduate of the Massachusetts Institute of Technology.



Cory Archibald Member of Advisory Board

Cory is a powerful voice in the progressive movement, formerly serving as chair of the board for Brand New Congress. She has directly worked on or advised over 100 campaigns.



Sammy Lowdermilk Member of Advisory Board

Sammy is a tech educator, former Congressional District Director & Campaign Manager with 20+ years experience in local, regional, and national political campaigns.



Jyn Fairchild Advisor, UI/UX Designer

Jyn is a UI/UX designer who cut her teeth at Google, working on UX for multiple products including Youtube & Search. She's a maker, arduino lover, and graduate of Rochester Institute of Technology.

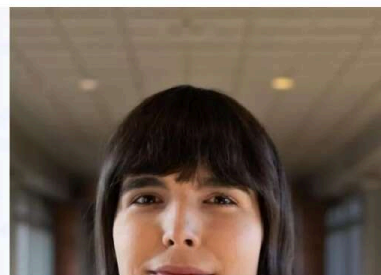
Pitch



WHO AM I?

Samantha Boucher She/they

I'm a technologist, trans activist, first responder -
and campaign manager





Technologist

As a serial early hire, helped scale multiple early-stage startup companies including Handshake, now at 3.5b+ valuation.



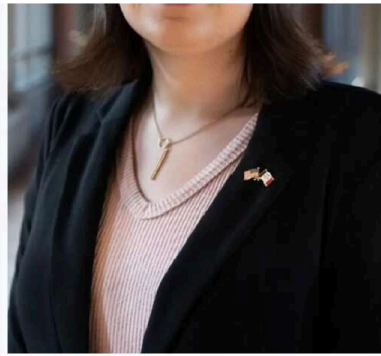
Activist

Organized for the LGBTQ+ community in Tennessee - from city policy advisory groups, to state lobbying and street action organizing.



Campaign Manager

First openly trans person to manage a federal race. Managed U.S. Congressional & U.S. Senate campaigns in 2018-2020 cycles.



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The Problem

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THE PROBLEM

Volunteering for campaigns isn't easy...



Getting Started



Learning the Ropes



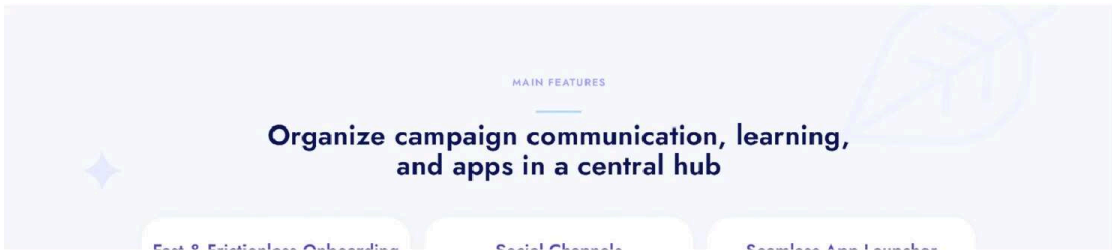
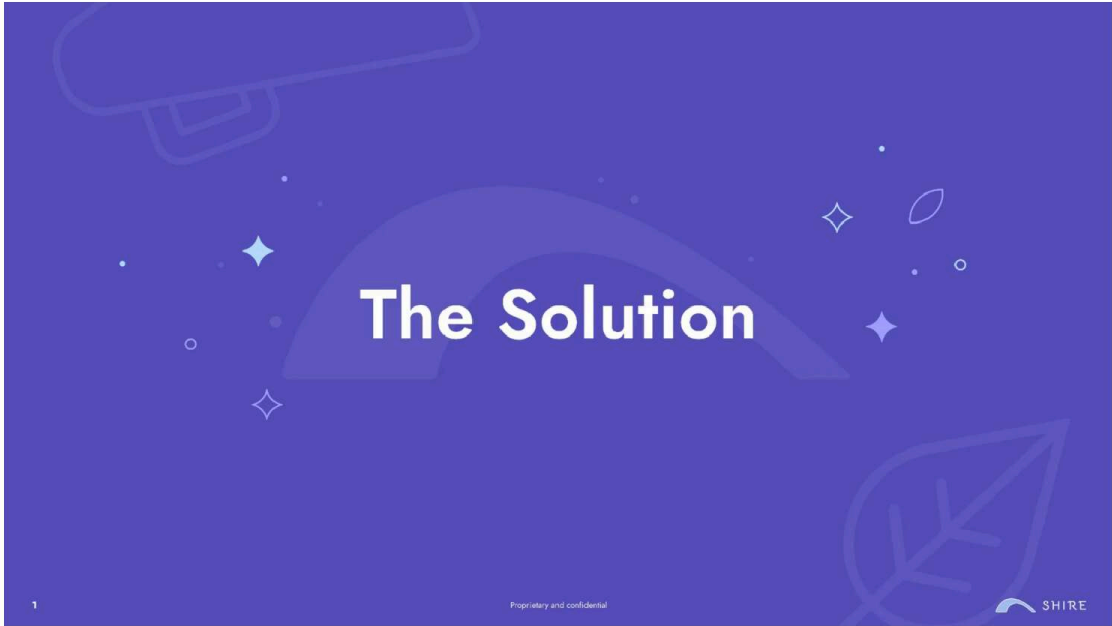
Staying Engaged

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..nor is it accessible




Fast & frictionless Onboarding




Volunteers sign up, share their interests, and get connected with a team right away.

Social Channels



The power of Slack - with the ease-of-use of social media.

Seamless App Launcher



Automatically create and manage accounts for volunteers in other apps and log in with a single click.

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SHIRE

- ✓ Contact Info
- ✓ Verify Phone Number
- ▶ **Volunteer Preferences**
- Volunteer Agreement
- Get Started

Volunteer Preferences


Just a few quick questions to help get you connected with our volunteer organizers.

What sort of work would you like to help with? (select all that apply)


☐ Texting
 ☐ Phone Banking
 ☐ Canvassing (door knocking)

☐ Events / Tabling
 ☐ Fundraising Team
 ☐ Technology

Fast + frictionless volunteer onboarding

integrated with 

Chat designed for volunteer-heavy organizations



- Campaign Home
- Chat**
- C Campaign Staff
- F Finance
- O Field Operations
- V Volunteers**
- + Create a space

Filter Ctrl K

Volunteers +

- People +
- Rooms +
- Phone Banking**
- Postcards to Voters
- Texting Team
- Volunteer General Chat

Phone Banking

Alex: Hey you guys going to the rally?

You: Let me take the wheel!

Samantha: No text!

https://getshare.com/sites/rally/2022/06g

Virtual Rally with Joe Biden
Sunday, Jan 23rd @ 4PM EST
New friends like to going
Join from anywhere

Rachel: You're definitely going.

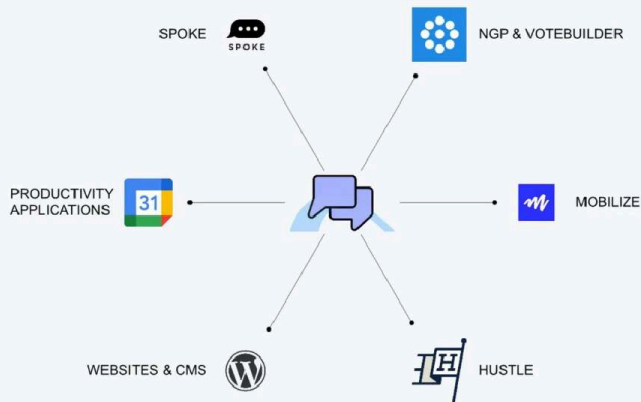
Message

But that's only the beginning..

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SHIRE



Our philosophy: Ecosystem first.

We want Shire to be the **launching point for the entire civics ecosystem.**

That means an open, collaborative approach, and enabling customers, vendors, and tinkerers to build on top of - and easily integrate with - what we create.

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COMPETITIVE ANALYSIS

What Are Shire's Most Similar Alternatives?

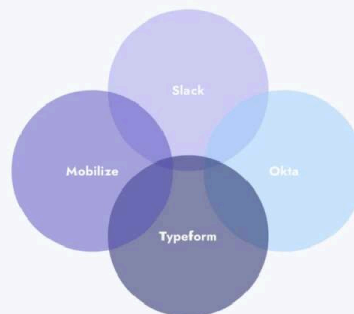
While Shire does not have any direct competitors, the features may be described as a combination of:

Okta but with a federated **network effect** for civics volunteers.

Slack but **priced to scale** for volunteer-heavy organizations.

Mobilize but with a heavier focus on voter contact shifts & team-level events.

Typeform but with a deeply integrated and **easy-to-use permissions system** to drive onboarding, content, quizzes, etc.



2

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SHIRE

WHAT MAKES US UNIQUE

	Slack	Shire (Pricing WIP)
Peak Active Volunteers		4500~
Total volunteers		72,000

Why Use Shire Instead of Slack?

If we consider Shire's chat module alone - without considering the power of our onboarding, LMS, SSO & events management modules - the advantage is clear. In 2020, the Bernie Sanders campaign was forced to use the **heavily restricted free version** of Slack for 72,000+ digital volunteers. Dan Woods, CTO for Biden 2020, referred to Biden's campaign infrastructure as "**digital duct tape**".

Price per user	\$8	Progressive Tiered Pricing Model
Priced to scale for volunteer orgs		✓
Channels, threads, etc.		✓
Third-party integration capability	✓	✓
Self-service onboarding	✓	✓
Team functionality		✓
Ease-of-use for less technical users		✓
Baseline price per month	\$576,000	\$25,200
+ low storage fee for inactive users		

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OUR PROGRESS

Project Timeline



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OUR 2024 TARGET

Every single race - local to Presidential.

As campaign experts ourselves, we understand the problem of volunteer onboarding, internal communication & a smooth volunteer experience is so ubiquitous that it affects every campaign, large and small.

Just like Slack is ubiquitous in business, Shire will become ubiquitous for campaigns.

2

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HOW CAN YOU GET INVOLVED?

Ways To Invest In Shire

Non-Equity Donation



While we are raising funds, we're collecting grassroots donations, too, because it's the fastest way to get money to our efforts.

We are organized as a C-Corp for maximum flexibility. This means there's no \$2800 limit on your donation, but it also means it is not tax deductible.

Donate at go.shire.blue/july

Crowdfund Investor



Using Regulation CF, anyone can invest in our crowdfunding campaign through Wefunder, even if you're not an accredited investor.

The minimum investment is \$100.

Visit <https://wefunder.com/getshire> for more information.

Accredited Investors



We're excited to partner with investors who would be a good fit for our mission and help us bring this vision to life.

Send us an email at investors@shire.blue to get in touch.

Required Legal Disclosure: "We are 'selling the vision' to groups investor interest in an offering under Regulation Crowdfunding. No money or other consideration is being solicited. If sent, it will not be accepted. No offer to buy securities will be accepted. No part of the purchase price will be returned until a Form C is filed and only through Wefunder's platform. Any indication of intent involves no obligation or commitment of any kind."



One of the first offices for progressive campaigns & causes

Launching in 2022

Learn more at getshire.com

