



Welcome to the club!

*Crypto Witch Club is
an inclusive, equitable,
and educational voice
in the web3 space.*



**crypto
witch**


Blockchain education

**crypto.
witch**

*strategic storytelling
for web3 brands*



Bitcoin (BTC)
The matriarch



crypto_witch

What is an **altcoin** and how are they different from other cryptocurrencies?
HALP!

crypto_witch

crypto_witch
Season 1, Episode 12
Crypto quizzes and what's to come




Ethereum (ETH)
Little sister to BTC – faster + 'smarter'



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web3 101



Rolling up to buy the dip like ...

crypto_witch

How exactly does blockchain relate to NFTs?
Asking for a friend ...

crypto_witch



Us
Our Geneva Community


crypto_witch

What's a **crypto wallet** and **why do I need one?**

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What's the difference between **crypto mining** and **crypto minting?**
Do I have to be able to mine crypto to hold it?

crypto_witch



Shirin Carmel Bucknam
@ShirinBucknam

We're looking for womxn in #web3 that want to join us for our @cryptowitchclub Twitter Spaces series coming this August. 🙌
Nominate below or introduce yourself and what you're building. ❤️

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Press

Bustle

Practical Magic

Meet the Crypto Witches Demystifying NFTs

Mystical practitioners are making names for themselves in Web3.

By Marianne Eloise
March 18, 2022

“In the 1600s, ‘witches’ were financially independent women that were good with herbs and were faced with wild persecution,” says Shirin Carmel Bucknam, co-founder of the online community [Crypto Witch Club](#). “Even now, people still get pissed when women try to claim space or money,” she says. This translates into fewer women getting involved in the nascent industry: A November 2021 Pew Center report found that less than 20% of women age 18-29 have [invested in, traded, or used cryptocurrency](#), compared to over 40% of men the same age.

Founded in August 2021, [Crypto Witch Club](#) provides free advice about using blockchain technology and guides blockchain-related brands. Though Bucknam and co-founder Kaitlin McGowan, who previously ran a PR agency together, don’t identify as witches personally, they looked to reclaim those negative associations for good.

girlboss



TRENDS

What It’s Like To Work in Crypto: Shirin Bucknam

Over the next few weeks, Girlboss is exploring what it’s like to work in crypto. We’re speaking to women at different ages and stages, and who work across the industry in operations, culture and community and education. Next up, **Shirin Bucknam**, the co-founder of **Crypto Witch Club**, specializing in Web3 and blockchain education for women.

This content is funded by **Coinbase** for Girlboss.

Press

NextAdvisor 
In Partnership with TIME



DeFi Is the Wild West of Banking and Investing. Here's What Crypto Investors Should Know



Sam Becker

June 30, 2022 | 10 MIN READ

For instance, the traditional financial industry (CeFi, or “centralized finance”) revolves around big key institutions such as the Federal Reserve, payments processors, and large banks. The DeFi space aims to sidestep those big players, allowing individual projects and teams to take on those roles.

“In the DeFi space, there’s no central authority to report to,” says Shirin Bucknam, co-founder of [Crypto Witch Club](#), a Brooklyn-based online education community dedicated to blockchain and web3. “It’s really a radical new way of doing things.”

HERMONEY



INVESTFINANCIAL PLANNING

HERMONEY PODCAST EPISODE 323: CRYPTO QUESTIONS, ANSWERED

Kathryn Tuggle | June 15, 2022

Shirin Bucknam, co-founder of [Crypto Witch Club](#) — an inclusive, equitable space for all to learn about everything blockchain tech + Web3, joins us to discuss it all. She launched the Crypto Witch Club in September 2021 as a platform for educating women — and everyone — about this space.

Thought Leadership

marie claire

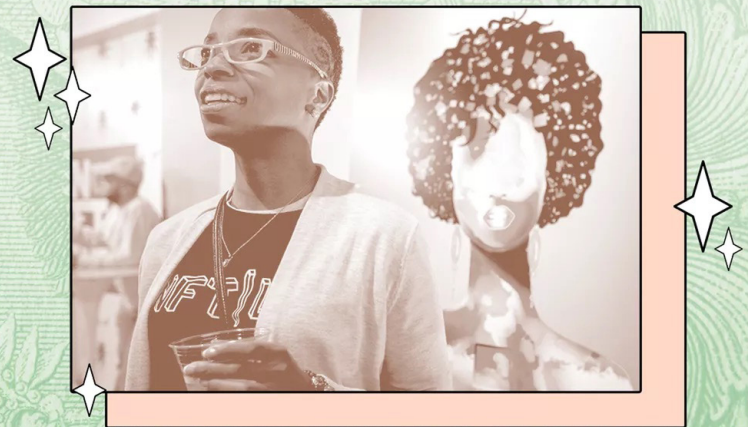


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Cryptocurrency for Beginners: What It Is and How It Works

We're serving up the basics of blockchain and Bitcoin, the risks and benefits of investing in crypto, what the heck it is and a complete tutorial for how to get started.

marie claire



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What Are NFTS — and Should You Buy Them?

NFTs offer more substance than just a profile picture, and can provide benefits for creators, brands, and consumers. But know the risks and whether you're in the right place to invest.



Meet Crypto Witch Club

Shirin and Kaitlin met in 2006 while attending Pratt Institute. In 2013, Shirin launched POPcreative — a data-driven branding and marketing consultancy. Kaitlin joined the team as creative director in 2015, where they worked together for six years, executing campaigns for clients such as Kenneth Cole and Facebook.

Shirin and Kaitlin launched Crypto Witch Club September 2021, five years after Shirin first invested in crypto. Crypto Witch Club is a trusted, equitable, and educational voice in the web3 space, and has grown in one year to a community of over 10,000 across channels and been featured in Marie Claire, Time, Bustle, GirlBoss, and more. Shirin and Kaitlin's background in branding and marketing gives partners a unique advantage over other industry voices.

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What people are saying about us

Hey, love yr page, yall ever consider opening a discord? It would be cool to have a female positive crypto community to offset the cryptobros



Thank you so much!!! I'm just learning about crypto and my husband whose been into crypto for a while is doing a happy dance.



Thank you Soo much! Excited to learn more from you.



I have an interview for a blockchain research company on Friday. I wouldn't consider myself a crypto expert, but I'm definitely learning. Do you have any tips?! Thank you!



Thank you for cheerleading me 🥺



Hello! I have had a great time going on a deep dive into all your guides on your feed!! Thank you so much, I truly feel less like an idiot in the crypto space because of your content. (Though still a noob, haven't yet invested!)



who runs this account i've been waiting for this for years!!!!



UGH NO OBSESSED WITH YOUR PAGE



I got through to the final round interview on Monday! thank you! 🙌❤️



Oh my goodness YES to this account!! 🔥 I've just dipped my toe into the crypto waters (we're talking €100 😭) and it's so great to find safe, feminist spaces to learn and share. Thank you!!



Hi!! I'm pretty new to crypto, found your page a few weeks back and fell in love!! I had been struggling to find content and accounts that made me feel welcome, but this account presented important topics in such a fun and different vibe and I wanted to say thank you so much ❤️



Our Audience

88%

women

82%

25 - 44 age

Top locations: New York, Los Angeles, London,
Austin, San Francisco

STATS

7

channels*

10,000+

community

75,000+

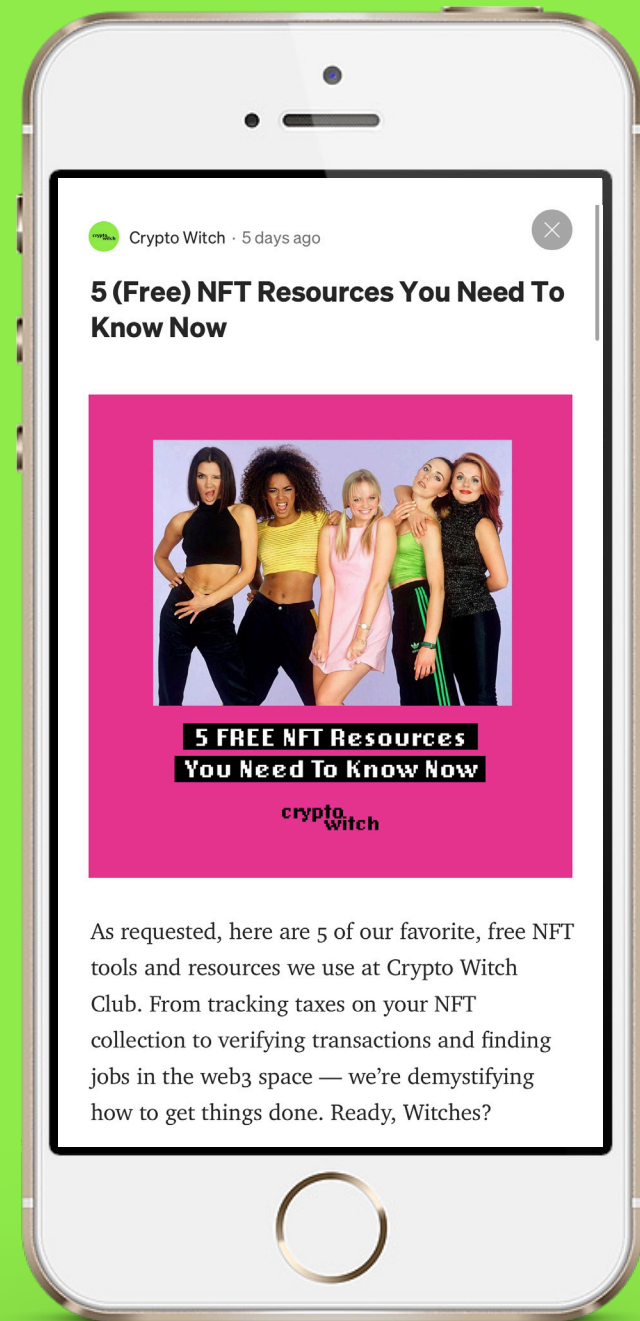
monthly views

7.5%

engagement rate

*Instagram, Twitter, LinkedIn, Pinterest,
Newsletter, Podcast, Medium

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Crypto Witch · 5 days ago

5 (Free) NFT Resources You Need To Know Now



**5 FREE NFT Resources
You Need To Know Now**

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As requested, here are 5 of our favorite, free NFT tools and resources we use at Crypto Witch Club. From tracking taxes on your NFT collection to verifying transactions and finding jobs in the web3 space — we're demystifying how to get things done. Ready, Witches?

Geneva Brand Partnership

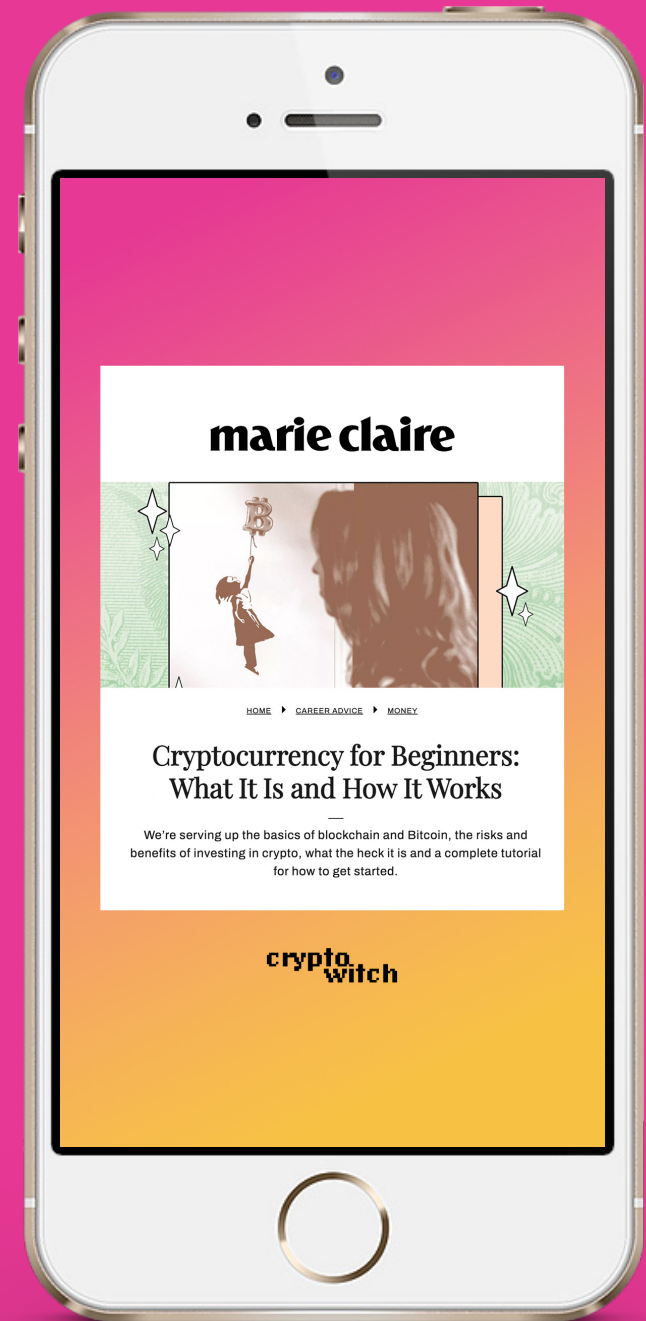
Crypto Witch Club partnered with Geneva in 2022 as part of their web3 cohort. Crypto Witch Club launched their community on Geneva – a bot-free Discord alternative – in preparation for their upcoming membership NFT launch.

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Marie Claire Content Partnership

Crypto Witch Club partnered with Marie Claire summer 2022 to launch a web3 and crypto column for their audience. Content was tailored to be easily understandable and engaging for a web2 following.

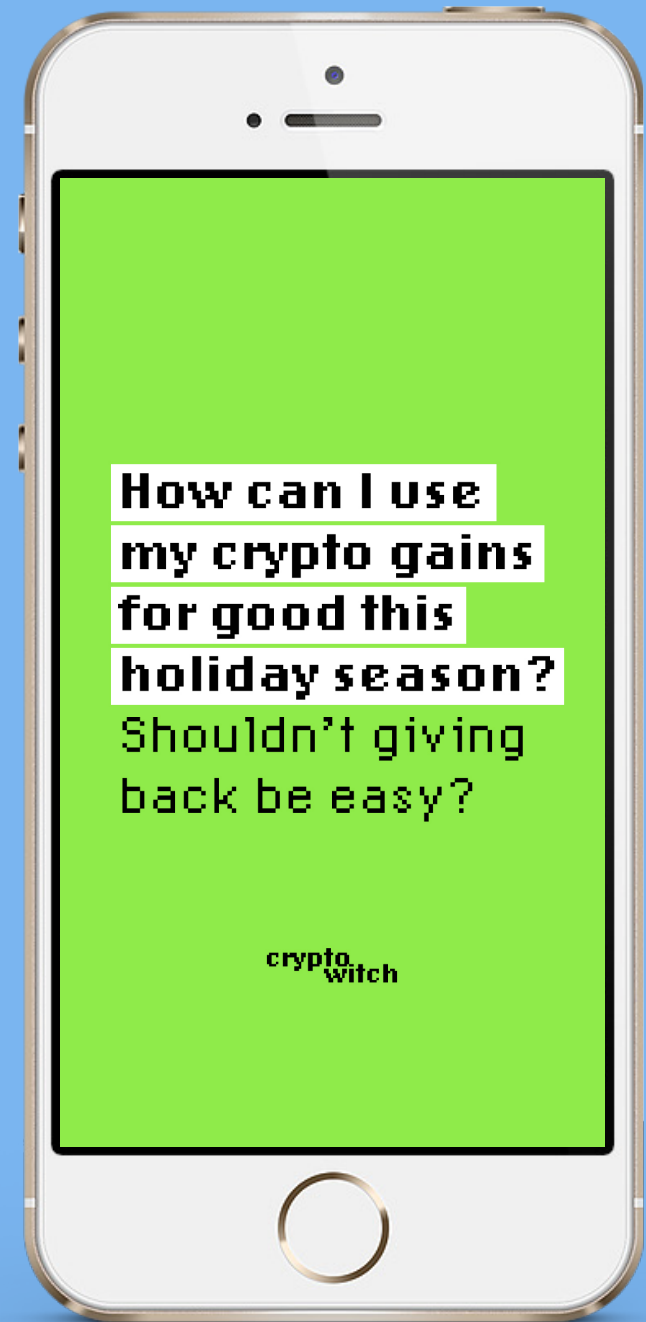


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Coinbase x Classy Activation Partnership

Crypto Witch Club partnered with Coinbase and non-profit platform Classy for a holiday 2021 campaign on giving back. Crypto Witch Club created a series of educational content highlighting the tax benefits (and feel good benefits) of donating crypto to promote Classy x Coinbase's 3 crypto giving funds.

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Season 2 Podcast Sponsorship

2,500 USD / episode

- » Sponsorship feature in first 90 seconds of podcast
- » Sponsorship mention / related topic included during podcast
- » Sponsorship CTA at end of podcast
 - Can include unique promo code
- » Includes multi-channel promo shared across:
 - Instagram static post
 - Instagram story
 - Twitter (2)
 - Newsletter

Activation / Multi-channel campaign

6,000 USD

- *duration 4-6 weeks or ongoing monthly
- » A multi-channel educational campaign deployed across 7 channels to include:
 - IG reels
 - IG static post
 - TikTok
 - Tweets (4)
 - Newsletter
 - Twitter space OR IG live with partner
- » Priority inclusion in gift guides, podcast episodes, long-format content, and social media mentions
- » Link in bio/s and duration-based exclusivity can be included for an additional fee

Guide sponsorship + Multi-channel campaign

12,500 USD

- *duration 12 months
- » includes a 20 - 25 page guide focused on a specific topic of web3 education, (metaverse, crypto, blockchain x the environment, NFTs, DAOs)
 - Guides are available for free download for 1 year care of sponsor
- » Sponsor to be included on product page, guide cover, 'letter from intro at beginning in guide, closing material
- » Includes a 12 month multi-channel campaign across 7 channels with sponsor name + tags to be included on all social media promotion
- » Priority inclusion in gift guides, podcast episodes, long-format content, and social media mentions
- » Link in bio/s and duration-based exclusivity can be included for an additional fee

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