

# What is PragerU?

Prager University is the world's leading conservative nonprofit focused on changing minds through the creative use of digital media. Taking full advantage of today's technology and social media, we educate millions of young people about the values that make America great.

Our goal is to provoke thought and change minds by presenting an alternative to the leftist worldview saturating most of our nation's schools and universities. Our entertaining educational videos explain profound, uniquely American concepts to millions of people every day. These viewers return for more, becoming informed and engaged members of our community.



## Our Vision

A world committed to life, liberty and the pursuit of happiness.



## Our Mission

We promote American values through the creative use of digital media.



## Our Impact

**60%**

of our  
YouTube  
audience is  
under age 35

**70%**

have changed  
their mind after  
watching our  
videos

**86%**

learn something  
new from  
watching our  
content

**10,000**

PREP educators  
and parents

**15,000**

PragerFORCE  
student  
ambassadors

**250,000**

mobile app  
downloads

**2.5  
million**

active email  
subscribers

**4  
million**

average daily  
video views

**10  
million**

followers on  
social media

**4.6  
billion**

lifetime video  
views and  
counting!

## Our Strategy

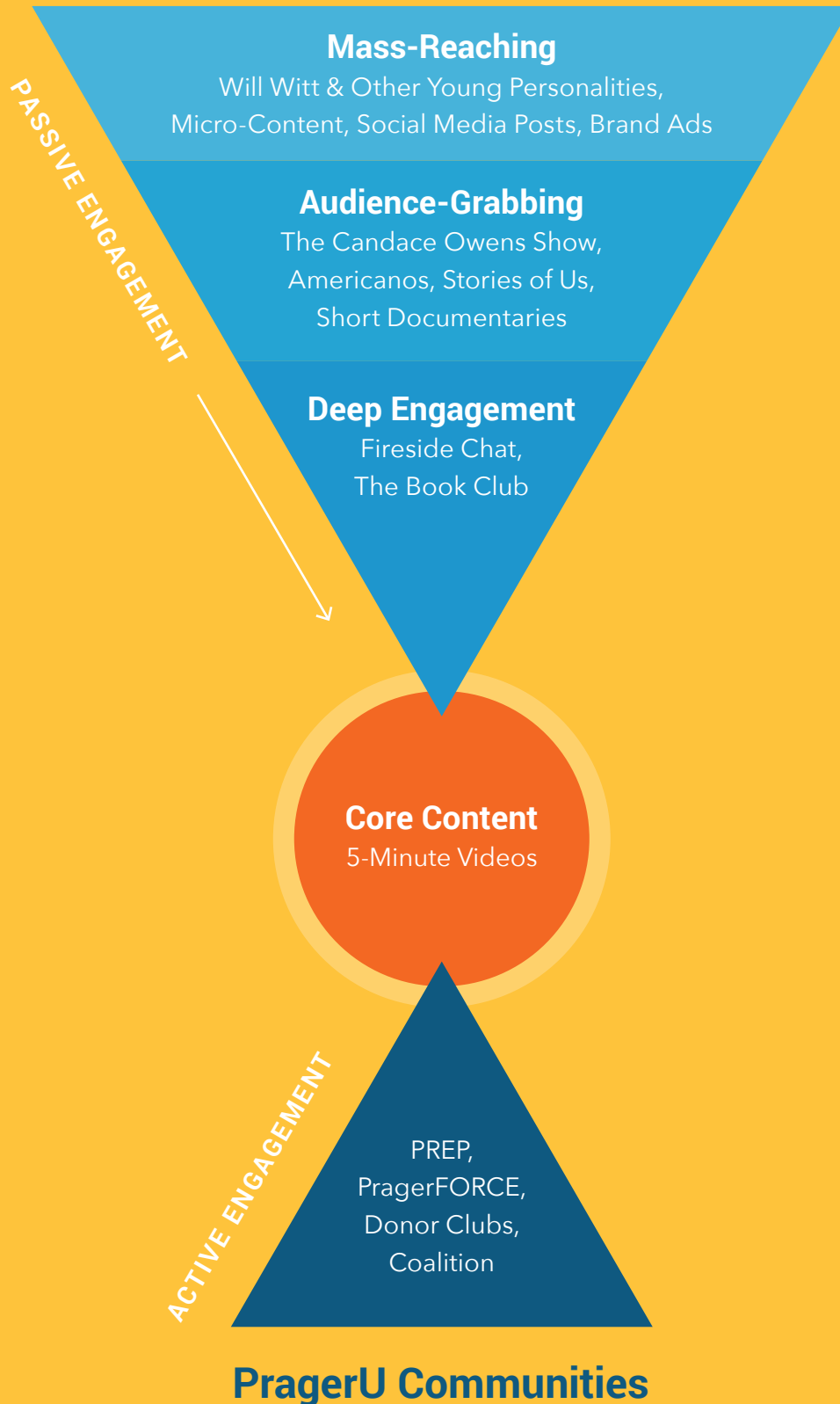
PragerU's powerful marketing transforms casual viewers into active community members.

Millions of young people first discover PragerU content as short posts on social media. Audience-grabbing shows then draw viewers toward our ideas. Young minds begin to open. Deeply engaging content connects viewers to PragerU's values. Young people are now ready for PragerU's timeless conservative concepts, and primed for meaningful engagement.

When young people are exposed to truth and common sense, they are hungry for more.

This sophisticated marketing strategy results in "binge-watching." The majority of our viewers watch more than 10 PragerU videos! The more they watch, the more minds are changed – and the more young people choose to fight for America. Millions become email subscribers and download our mobile app. Hundreds of thousands donate or join a PragerU community, such as PragerFORCE or PREP. Our powerful marketing transforms a post viewed in a social media feed into a direct, personal relationship with PragerU.

## PragerU Content Funnel



OUR  
AUDIENCE  
JOURNEY:

Social media  
viewer



website  
visitor



E-mail  
subscriber



One-time  
donor!



Community  
Member!

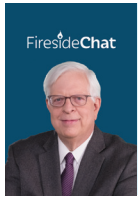
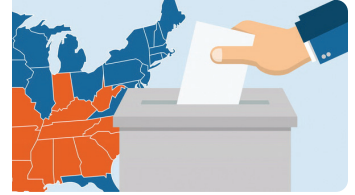
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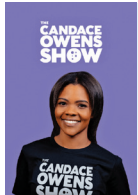
# Our Content



**5-Minute Videos** – Our core, flagship product, these 5-minute courses feature top-tier presenters addressing contemporary issues, historical topics, and the overall story of America's greatness.



**Fireside Chat** – Unscripted every week from his home study, Dennis Prager invites you to join him for a rational discussion on trending cultural topics that matter most to you and your family.



**The Candace Owens Show** – The extremely popular and outspoken Candace Owens interviews fascinating guests on a variety of topics in PragerU's first long-form series.



**Will Witt** – Will Witt's short-form, documentary-style videos on thought-provoking topics feature hilarious and informative interviews with experts, professionals, and today's youth.



**The Book Club** – Hosted by Michael Knowles, every episode of The Book Club discusses one great book that has shaped Western civilization.



**Americanos** – Americanos features the stories of liberty-loving Latinos across the country who are living the American dream and want to tell the world about it.



**Stories of Us** – This documentary-style series gives a voice to Americans who embraced conservative ideology after discovering the left's true agenda, and want to expose these lies for millions to see.



**Short Documentaries** – These wildly impactful short documentaries dive deeply into complex issues, while bringing millions of new young viewers to PragerU.





# Our Communities

PragerU unites people who share a passion for our uniquely American values. Together, we work to protect and strengthen our great nation.

Millions of Americans want to make a difference, but often don't know where to start. PragerU communities unite our patriotic neighbors to make a significant impact. Using strength in numbers, PragerU communities offer the information, strategies, and fellowship to effectively fight the culture war, and bring more Americans to truth, common sense, and Judeo-Christian values.

## ► PragerU Resources for Educators & Parents (PREP)

Concepts like gender fluidity, critical race theory, and climate hysteria are being taught from kindergarten to post grad. To combat this indoctrination, PragerU is building the most powerful online community of conservative parents and educators in America. With PREP, thousands of energized pro-America families and teachers are inoculating school children from the leftist propaganda infecting K-12 education.

## ► PragerU Coalition

PragerU built a powerful and growing network of culture influencers with massive followings from all walks of life. These online personalities partner with PragerU communities to propel our movement forward. By taking strong action together, the Coalition grabs the spotlight, takes charge of the online narrative, and helps shape public opinion on important issues of the day.

## ► PragerFORCE

The world's largest digital movement of students and young professionals is active on 1,500 campuses in all 50 states and 40 countries. PragerFORCE members share PragerU content with their millions of personal followers, receive exclusive benefits, find fellowship with peers, and gain valuable skills and experience. These exceptional young people are tomorrow's principled leaders, taking our shared values into the future.

## ► Future Communities

New communities are under development – including working professionals, tech executives, Hollywood, and more. PragerU will galvanize these Americans to champion our values in influential sectors.



# Our Technology

As the conservative movement's nonprofit digital leader, PragerU constantly innovates.



The online landscape continually evolves. PragerU's digital operations are nimble, developing new cutting-edge technologies to reach young audiences directly, and gain greater independence from Big Tech. Fresh content and varied formats provide a destination for daily visits. Millions of young people learn the truth, explore different points of view, and think for themselves. These technologies are free of censorship, free of ads, and free to all.

## Website

- Uncensored content, with no ads!
- Save favorites, browse new content, and customize playlists in your free account
- Deep dive into study guides, quizzes, and information sources
- Make your voice heard by signing a petition
- Join a community for fellowship and action
- Become a monthly donor to help PragerU fight all year long
- Join a Donor Club for exclusive access and benefits
- Shop for fun PragerU merchandise

## Mobile app

Customized content experiences allow mobile app subscribers to stream and share PragerU's entire library, save favorites, browse playlists, and receive breaking notifications. PREP and PragerFORCE communities create personal profiles, interact in discussion forums, receive exclusive content, and are alerted to take action. Available on the Apple App Store and Google Play.

## Streaming TV

PragerU's channels on Roku and Apple TV (and soon Android TV and Amazon Fire TV) are America's first conservative streaming TV channels offering 100% free content. Enjoy your favorite PragerU videos and playlists on the big screen from the comfort of your living room.

## Podcasts

Your favorite PragerU shows are available as popular and convenient podcasts. Subscribe now wherever you podcast.

# Our Funding Model

PragerU's diversified donor base helps us stay true to our mission and true to you.

Much of PragerU's funding (over 40%) is from small online donations. People believe in our videos and want to keep them free for everyone. A balanced blend of hundreds of thousands of small grassroots gifts, combined with generous philanthropic investment, work together to sustain PragerU's mission.

PragerU further diversifies its income from our popular PragerU Store, digital ad revenue, and content partnerships with Coalition partners.



## PragerU Memberships

- PragerFORCE – complimentary membership for students and young professionals
- PREP for parents and educators – \$25/year
- PragerUnited – \$35+/month
- ClubOne – \$1,000/year

## PragerU Donor Clubs

Club members' annual donations (beginning at \$5,000) ensure PragerU's continued impact on millions of Americans and young people around the world. To honor the devoted donors who support us year in and year out, PragerU offers exclusive access, experiences, and benefits found nowhere else.



# We need **YOU** in a big way.

You are invited to change millions of young minds by becoming a PragerU sponsor. Only with major investment from generous donors can PragerU influence culture on the scale to win. Thank you for partnering with us to protect and grow our uniquely American values.

## Content Sponsorship Opportunities

Short Documentary .....	\$150,000
5-Minute Video .....	\$50,000
Americanos .....	\$50,000
Fireside Chat with Dennis Prager .....	\$25,000
Stories of Us .....	\$25,000
The Book Club .....	\$25,000
Will Witt (Man-on-the-Street & Skits) .....	\$25,000

## Community Sponsorship Opportunities

PREP Kids Content .....	\$50,000
PragerFORCE Advocacy Toolkit .....	\$100,000
PragerFORCE Virtual Seminar .....	\$25,000

## How to Donate

The easiest way to donate is through our website at **PragerU.com/donate**. You can also call **833-PRAGERU** or mail a check (payable to Prager University Foundation) to 15021 Ventura Blvd. #552, Sherman Oaks, CA 91403. Please include your email and phone number so we can thank you for your donation. We gladly accept gifts of stock and donor-advised funds.

For more information, please contact us at **donate@prageru.com**.

Prager University is a 501(c)(3) nonprofit. Our tax ID is 27-1763901. Your contribution is fully tax-deductible in the USA.