

# WHAT IS nest?

## MISSION

Nest is a nonprofit organization dedicated to empowering artists and artisans around the world. Nest helps create successful & sustainable small businesses by offering a unique combination of interest-free microfinance loans, mentorships, and a market for artisans to sell their crafts. Nest instills pride of ownership, preserves ancient artistic traditions and successfully moves women from poverty to self-sufficiency.

## GOALS

**Poverty Alleviation** - To empower artisans to escape the confines of poverty, Nest helps their businesses become viable.

**Women's Empowerment** - Craft is the second largest employer of women in emerging economies. It helps to keep women out of forced labor and empowers them to earn economic independence.

**Cultural Preservation.** - Mechanized mass production is endangering ancient craft forms that form the backbone of cultural and community identities around the world. To keep cultural traditions alive, we must integrate modern innovation and training into heritage techniques.

"Nest is working with more than 5,000 artisans globally. Our goal is to bring positive sustainable change to more than 200,000 artisans by 2020."

# WHAT IS nest?

## IMPACT

The Nest impact can be felt on every level:

**Businesses** - 9 out of 10 artisan businesses have realized increased revenue since working with Nest

**Artisans** - Nest artisans earn 120% more than their national minimum wage, on average.

**Community** - For every Nest artisan employed, an estimated 20 more people are impacted including family

## BUSINESS MODEL

Nest's unique cross-sector model integrates retailer action with philanthropic fundraising.

Philanthropic support from foundations and donors directly allows for Nest to build scalable solutions to the most pressing universal issues that nearly all artisans face. These inform cross-project initiatives whose solutions are designed to become replicable models with wide-reaching global applicability.

At the same time, Nest engages retail brands to employ Nest's assessment and programming offerings through a fee-for-service model that allows for diversified revenue and greater sustainability to our organization. Our valued brand partners include West Elm, Maiyet, The Elder Statesman, KITX and TSE.

# Target Audience?

- Brands that want to be part of the Nest Artisan Advanced Partners.

Nest's Artisan Advancement Partners are supporters and ambassadors for socially responsible and sustainable development of artisan and homeworker supply chains. Partners include retail brands, industry leaders, and activists.

For brands that promote a healthy and fair way of creating products.

- Skilled people who want to volunteer and spread their knowledge to others.

Nest offers self-motivated individuals who possess distinctive skill sets, cultivated experiences, and a unique knowledge base, the rare opportunity to work closely with Nest artisans to further Nest's business development projects around the world.

- Regular people who wants to donate for a good cause.

Nest accepts donation to help fund.

# Goals for Website

- **Simplify the website - Easier for people to get the info they want**

There are a lot of items in the drop down menus and the wording is very long. The information in each of the categories are often repeated in another page. The information is jumbled and hard to find.

- **Show how Nest works**

Provide a brief simplified explanation to get people to understand the business model on the homepage and then let them click on for further explanation.

- **Regular people who want to donate for a good cause.**

Make it easier for people to come in and find out what they need to know

Get information across

Get donations

Simplify the wording so everyone can understand

Putting information all together into one page

# Persona 1



- Emily
- 29 years old
- Jewelry Maker
- Likes to travel, build things, and help others.
- Very earth conscious.

- Emily is a free spirited 29 year old. She went to college and graduated with a degree in Environmental Science. However, after a couple of years of working she decided she wanted to pursue her hobby of jewelry making full time. She is very environmentally conscious and likes to use recycled items in her jewelries. In her spare time, she likes to volunteer and give back to her community. She's currently looking for a way she can volunteer and spread her knowledge including Environmental Science and jewelry making. She goes online and searches for keywords such as artisans, crafts, and volunteer. She comes upon the Nest homepage and right away sees the description for nest. She scrolls through the homepage and from the info provided she quickly knows it's something that she's interested in. She notices under the section "How to get involved", it describes different options for her to be involved. The "Professional Fellowship Program" fits what she wants to do perfectly so she clicks on "More Projects" to get an idea of their projects. She decides she wants to be a part of Nest so she clicks on the button for "Get Involved" and signs up.



## Persona 2



- Eileen
- 64 years old
- Owns a fashion line
- Eco-friendly
- Loves jewelry, artworks, decor from around the world

- Eileen is a feisty, creative 64 year old woman who does not let her age bring her down. She's vibrant and energetic and likes to live life. She loves to travel and is very cultured. Her home is decorated in art and decor that she has collected over the years in her travels around the world. She owns her own clothing line and is looking for fresh new items for her line that incorporates a lot of culture. She's looking overseas for a manufacturer that's wholesome and eco-friendly. In her research she finds the Nest homepage. First thing she notices is a video of an artisan working on textiles. It immediately captures her attention as she scrolls down and read the about section and how Nest works. She really likes what the non-profit stands for and she notices that becoming a brand is under how to get involved. She interested and clicks on more info where she is directed to the page for brands that want to get involved.

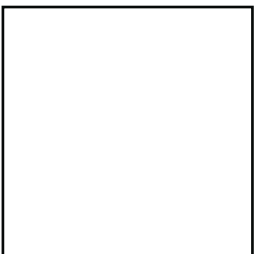
# Style Sheet

n e s t

n e s t

## COLOR

neutral



highlight



## FONTS

AVENIR - Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**AVENIR - BLACK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## BUTTONS & ICONS



PROJECT FEATURE

DONATE



## PHOTOS



# Site Structure





WHAT WE DO

OUR PROJECTS

FOR BRANDS

GET INVOLVED

CONTACT US

- our mission
- our model
- our solution
- advocacy & awareness

VIDEO

**DONATE**

JOIN THE MAILING LIST



nest is a nonprofit organization dedicated to empowering artists and artisans around the world.

Nest helps create successful & sustainable small businesses by offering a unique combination of interest-free microfinance loans, mentorships, and a market for artisans to sell their crafts. Nest instills pride of ownership, preserves ancient artistic traditions and successfully moves women from poverty to self-sufficiency.

PHOTO

## HOW NEST WORKS

**ARTISAN BUSINESS DEVELOPMENT**

**GLOBAL SECTOR SOLUTIONS**

**ADVOCACY AND AWARENESS**

Delivering infrastructure and training services directly to artisan businesses in need. Replicating results that work.

**LEARN MORE**

## HOW TO GET INVOLVED

### become a brand

Nest invites retail brands to join with global philanthropists, as we together make change in artisan and homeworker supply chains an immediate priority and lasting reality.

**MORE INFO**

### volunteer

Nest offers self-motivated individuals who possess distinctive skill sets, cultivated experiences, and a unique knowledge base, the rare opportunity to work closely with Nest artisans.

**GET INVOLVED**

### donate

Nest relies on philanthropic contributions to support artisan solutions, resource and infrastructure growth, and on-the -ground programming.

**DONATE**

PHOTO

## PROJECT FEATURE

From baskets to handbags in Swaziland

**EXPLORE NEST PROJECTS**

back to the top

JOIN THE MAILING LIST





nest is a nonprofit organization dedicated to empowering artists and artisans around the world.

Nest helps create successful & sustainable small businesses by offering a unique combination of interest-free microfinance loans, mentorships, and a market for artisans to sell their crafts. Nest instills pride of ownership, preserves ancient artistic traditions and successfully moves women from poverty to self-sufficiency.



HOW NEST WORKS

- ARTISAN BUSINESS DEVELOPMENT
- GLOBAL SECTOR SOLUTIONS
- ADVOCACY AND AWARENESS

Delivering infrastructure and training services directly to artisan businesses in need.

Learn more about the core components that constitute Nest Artisan Business Development by clicking on the squares below.

NEST ASSESSMENTS



REMOTE LEARNING CENTER



NEST ARTISAN GUILD



CONSULTANCIES & FELLOWSHIP



WORKING WITH BRANDS



ON-THE-GROUND BUSINESS DEVELOPMENT



HOW TO GET INVOLVED

become a brand

Nest invites retail brands to join with global philanthropists, as we together make change in artisan and homeworker supply chains an immediate priority and lasting reality.

MORE INFO

volunteer

Nest offers self-motivated individuals who possess distinctive skill sets, cultivated experiences, and a unique knowledge base, the rare opportunity to work closely with Nest artisans.

GET INVOLVED

donate

Nest relies on philanthropic contributions to support artisan solutions, resource and infrastructure growth, and on-the -ground programming.

DONATE



PROJECT FEATURE

From baskets to handbags in Swaziland.

EXPLORE NEST PROJECTS

CONTACT

Nest  
501 5th Avenue #1608  
New York, NY 10017  
info@buildanest.org

back to the top





**DONATE**

JOIN THE MAILING LIST



nest is a nonprofit organization dedicated to empowering artists and artisans around the world.



## HOW NEST WORKS

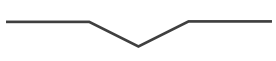
**ARTISAN BUSINESS DEVELOPMENT**

**GLOBAL SECTOR SOLUTIONS**

**ADVOCACY AND AWARENESS**

Delivering infrastructure and training services directly to artisan businesses in need.

Learn more about the core components that constitute Nest Artisan Business Development by clicking on the squares below.



### HOW TO GET INVOLVED

#### become a brand

Nest invites retail brands to join with global philanthropists, as we together make change in artisan and homemaker supply chains an immediate priority and lasting reality.

**MORE INFO**

#### volunteer

Nest offers self-motivated individuals who possess distinctive skill sets, cultivated experiences, and a unique knowledge base, the rare opportunity to work closely with Nest artisans.

**GET INVOLVED**

#### donate

Nest relies on philanthropic contributions to support artisan solutions, resource and infrastructure growth, and on-the -ground programming.

**DONATE**



### PROJECT FEATURE

From baskets to handbags in Swaziland.

**EXPLORE NEST PROJECTS**

## CONTACT

back to the top

JOIN THE MAILING LIST

