2025 REPORT

EDUCATE AGITATE ESCALATE LIBERATE



WOMEN'S MARCH LEADS THE FEMINIST FRONT



against fascism with the strength, numbers, and tools to drive lasting cultural, political, and social change.

A YEAR OF GROWTH AND RESISTANCE BUILDING

In 2025, the United States entered a new political era, and Women's March rose to meet the moment.



As attacks on democracy, bodily autonomy, immigrants, LGBTQ+ communities, and civil liberties intensified, Women's March helped build and sustain a nationwide infrastructure for feminist resistance.

Across the year, we mobilized millions, convened powerful coalitions, trained thousands of organizers, and strengthened our role as a leading voice in progressive movement building.

OUR WORK REMAINED GROUNDED IN THREE LONG-TERM GOALS



GOALS

1 Strengthening feminist movement infrastructure

2 Growing the number of people actively engaged in feminist organizing

3 Building a powerful mass protest muscle capable of shaping American democracy and collective action

BUILDING A FEMINIST MOVEMENT AT SCALE

2025 was one of the largest mobilization years in Women's March history. Throughout the year, we helped organize and support major national actions including:





THE PEOPLE'S MARCH

January 18, National Day of Action

Photo by Kristine Jones

INTERNATIONAL WOMEN'S DAY: UNITE & RESIST

March 8, National Day of Action



Photo by Eva Cruz



SAVE OUR HEALTHCARE

March 12, Direct Action at the US Senate



RALLY FOR PATIENT RIGHTS

April 2, Direct Action with Planned Parenthood
at the US Supreme Court

Photo by Alexandra Charitan

HANDS OFF

April 5, National Day of Action



Photo by Kristine Jones



KICK OUT THE CLOWNS

June 14, National Day of Action



PROTECT TRANS HEALTH CARE

June 20, Direct Action with Gender Liberation Movement

Photo by Alexa B Wilkinson @framed.unrest



PROTECT PLANNED PARENTHOOD

June 24, Banner Drop


FREE AMERICA WEEKEND
July 4-6, National Weekend of Action
NO KINGS IN AMERICA
8647
Trump:
-FELON
-RAPIST
-LIAR
-FASCIST
We the People...
NOT
WE THE BILLIONAIRE FEW
Photo by Rafael Barker

MAKE BILLIONAIRES PAY

September 20, Global Weekend of Action



Photo by Stephanie Keith



TEXAS PANHANDLE DATA CENTER TOWNHALL

September 20, Hosted townhall in Amarillo, Texas

Photo by Chase Brady

FEMINIST FRONT AT NO KINGS

October 18, National Day of Action



Together, these actions engaged millions of people and helped position feminist organizing at the center of broader struggles for democracy, economic justice, climate justice, reproductive freedom, and liberation. These accomplishments exceeded our annual engagement goals and demonstrated the growing demand for feminist leadership in this political moment. By the end of 2025:



ACTIONS

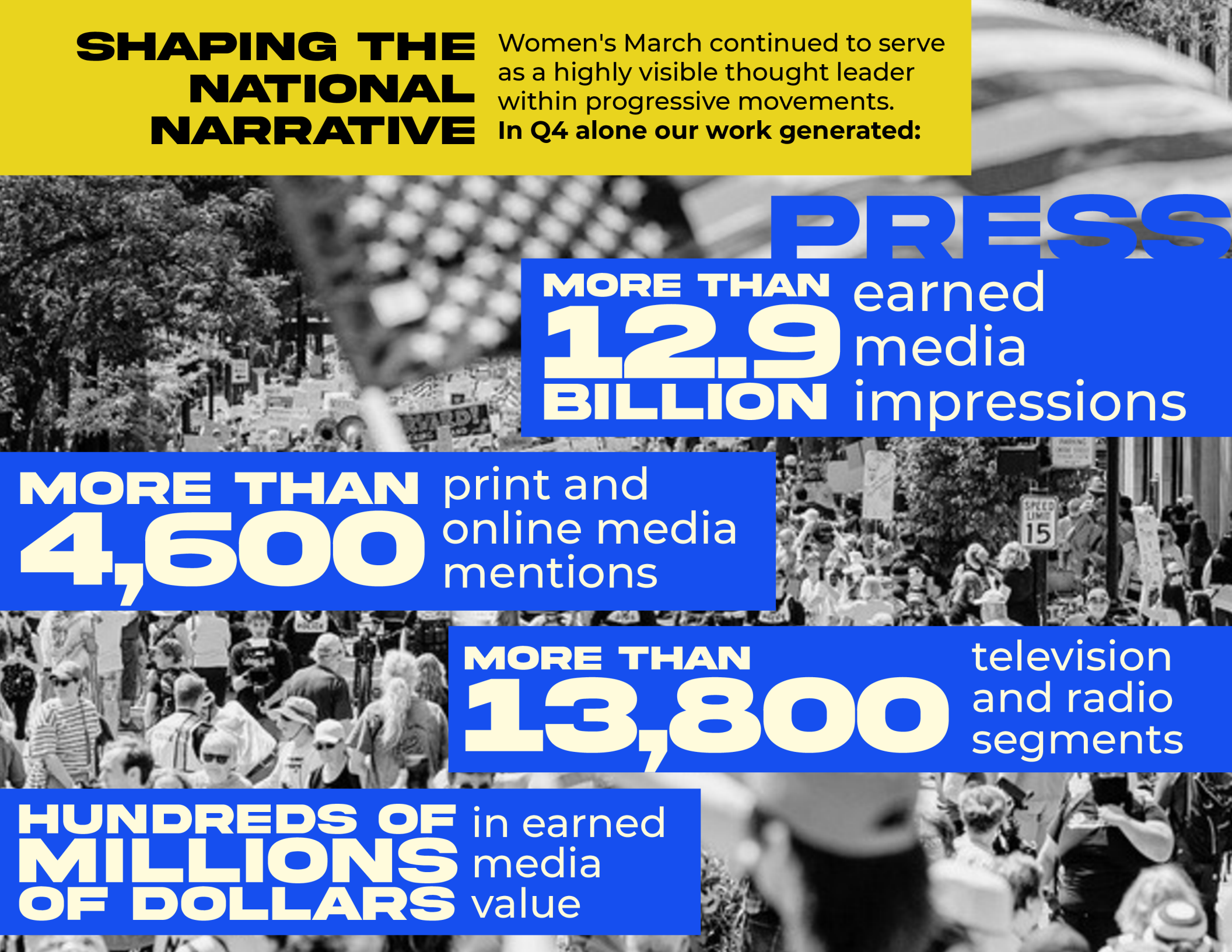
2.29 MILLION feminists taking action through Women's March

2,892 protest organizers trained

1,000+ organizers and volunteers joined our new Community App

SHAPING THE NATIONAL NARRATIVE

Women's March continued to serve as a highly visible thought leader within progressive movements.
In Q4 alone our work generated:



PRESS

MORE THAN 12.9 BILLION earned media impressions

MORE THAN 4,600 print and online media mentions

MORE THAN 13,800 television and radio segments

HUNDREDS OF MILLIONS OF DOLLARS in earned media value

COVERAGE APPEARED IN MAJOR NATIONAL AND INTERNATIONAL OUTLETS INCLUDING

This visibility helped connect everyday harms experienced by women to larger systems of power while elevating collective action as a meaningful response.



DEEPENING COALITION POWER

Women's March continued to invest heavily in coalition building and movement alignment. During 2025, we worked alongside labor unions, reproductive justice organizations, climate groups, democracy advocates, veterans' organizations, immigrant rights leaders, and grassroots formations across the country.

KEY PARTNERSHIPS

- The People's March coalition
- Hands Off coalition
- SEIU
- Planned Parenthood
- Free Speech for the People
- About Face: Veterans Against the War
- Feminist Generation
- Feminist
- Fightback Table partners
- Climate justice & democracy organizations for Make Billionaires Pay
- Gender Liberation Movement
- Reproductive Freedom for All

We also expanded our international relationships through cross-border exchanges and movement convenings, including participation in Brazil's Black Women's March.

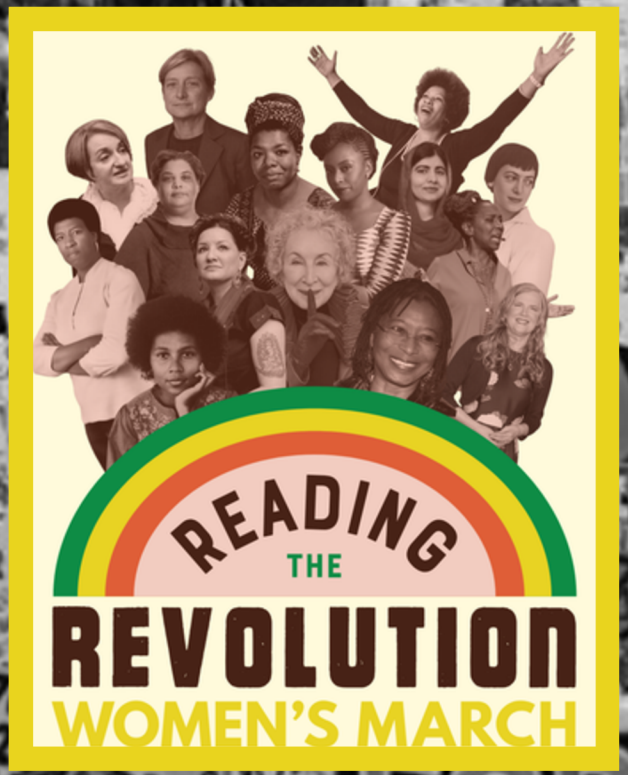
INVESTING IN POLITICAL EDUCATION AND LEADERSHIP DEVELOPMENT

In addition to mobilization, Women's March continued building long-term movement capacity. These efforts help ensure that moments of protest become sustained organizing power.



KEY INVESTMENTS

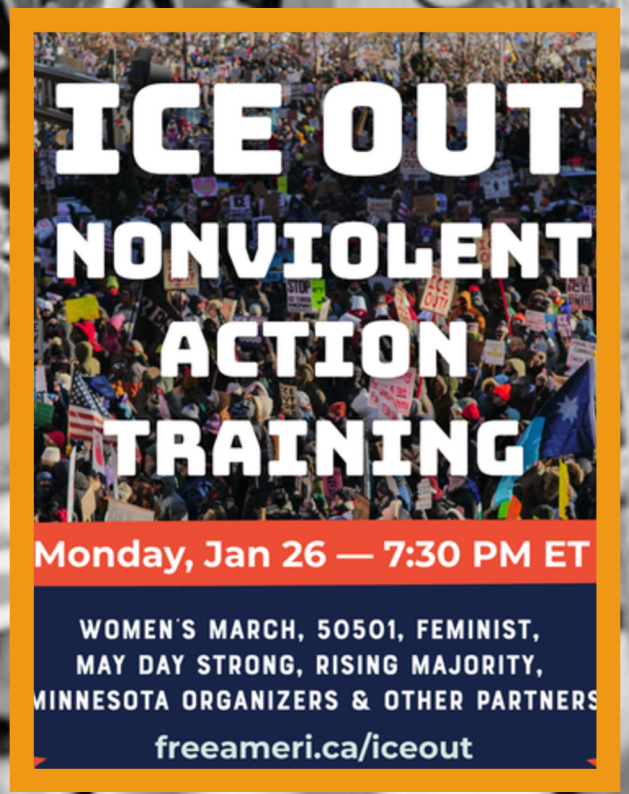
- Launching Reading the Revolution, our political education book club
- Expanding Digital Defenders programming
- Launching the Women's March Community App
- Supporting emerging organizers through fellowships and leadership development
- Creating new pathways for grassroots organizers to access resources, training, and support


READING
THE
REVOLUTION
WOMEN'S MARCH


Cracking the code —
understanding platforms,
algorithms & power
JOIN US!
WOMEN'S MARCH NETWORK
DIGITAL DEFENDERS TRAINING
TH March 27th — 8:00 PM ET


Are you in search
of a community of
feminists fighting
for our freedoms &
building our future?
WE'VE BUILT AN
APP FOR YOU.
WOMEN'S MARCH


HOW TO BUILD A
CIRCUS ACTION
JUNE 5th
7 PM ET
JOIN US!
MASS CALL


ICE OUT
NONVIOLENT
ACTION
TRAINING
Monday, Jan 26 — 7:30 PM ET
WOMEN'S MARCH, 50501, FEMINIST,
MAY DAY STRONG, RISING MAJORITY,
MINNESOTA ORGANIZERS & OTHER PARTNERS
freeameri.ca/iceout


MASS CALL
WTF IS GOING ON
WITH THE ECONOMY
JOIN US!
MAY 8TH
7 PM ET
WOMEN'S MARCH

FUNDRAISING AND FINANCIAL STRENGTH

Women's March was powered by small-dollar donors, who made up 94% of our funding in 2025. This grassroots support enabled us to respond rapidly to political threats, strengthen organizing infrastructure, deepen coalition partnerships, and invest in the long-term future of the feminist movement.



FUNDRAISING BY QUARTER

Q1
$2.5 MILLION

Q2
$3.9 MILLION



Q3
$1.45 MILLION

Q4
$1.53 MILLION



LOOKING AHEAD



As we enter 2026, Women's March is **stronger, larger**, and **more deeply connected** than we were at the beginning of 2025.

We **surpassed our organizing goals**, expanded our coalition relationships, strengthened our digital infrastructure, and **demonstrated our ability to adapt during periods of significant challenge**.

The work ahead remains urgent. But 2025 showed that **millions of people continue to believe in feminist organizing**, collective action, and the power of movements to shape the future.

Together, we are **building the infrastructure** needed not only to resist authoritarianism, but to **create a freer, more just, and more democratic future.**