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**Leadership Memo, April 2014**

Hello NOW State and Chapter Leaders,

Once again we are proud to share the success of our activists in bringing attention to the Hobby Lobby case before the Supreme Court. Special mentions must go to Maryland and Mississippi leaders for their work publicizing the Dirty100 hashtag. In response to these efforts, one reporter called NOW’s coverage on social media “excellent”. The more we work together across all media platforms, the stronger our message. If you missed the hashtag or just want to learn more about social media, be sure to look at the [NOW Leaders page](http://now.org/now-leader-docs/) for social media kits and helpful guides.

Also, thanks to everyone who is participating in our women’s college basketball “March Hysteria” tournament. If you missed it, be sure to follow [@FieldTeam\_NOW](mailto:@https://twitter.com/fieldteam_NOW) on Twitter so you don’t miss anything.

*Here’s what’s coming up:*

**Equal Pay Days – April 8, May 11 & June 17**

This year, NOW will highlight how the wage gap and pay inequality affects all women, especially women of color. Check out the [Equal Pay Day social media kit](http://now.org/leaderdoc/equal-pay-day-social-media-kit/) on the NOW Leaders page highlighting a series of Equal Pay Days throughout the spring and find out how your chapter can help spread the word.

**May 15 IRS Deadline!**

For most NOW chapters, the [990-N e-Postcard](http://epostcard.form990.org/) is due **May 15, 2014**. Review the information provided in the IRS Taxes section of the [NOW Leaders page](http://now.org/leaderdoc/irs-information-for-chapters/) which includes the recent IRS webinar. Contact the Field Team if you have questions.

**Marriage Equality Webinar**

Join the Field Team for the [Marriage Equality National Action Campaign Update](https://www1.gotomeeting.com/register/264201849) on April 29 at 8:00 p.m. ET. You will learn about the status of the ever-changing marriage equality fight and how your chapter can get involved - no matter which state you live in.

**Annual Report Deadline**

The deadline to submit your [2013 Annual Report](https://nationalnow.wufoo.com/forms/2013-chapter-annual-report-form/) is coming up on **May 31**. Please note, this deadline is earlier than in previous years. Failure to submit an annual report may result in the loss of your chapter’s rebate eligibility.

**Workshop Proposal Deadline Extended**

Have a great idea for a conference workshop? There is still time to [submit a workshop proposal](http://now.org/about/conference/workshops/)  as the deadline has been extended to April 16. For general information about the conference checkout [2014 National Conference Information for Chapter Leaders](http://now.org/leaderdoc/2014-national-conference-information-for-chapter-leaders/) on the new NOW Leaders page.

**Abi’s April Organizing Tip**: Increase Meeting Attendance

“No one comes to meetings.” I hear this regularly from chapter leaders. If this is happening in your chapter, it is time to evaluate your meetings. Here is some food for thought:

* **Meeting Content:** Since update-related information can be communicated via email, it is crucial to reserve meetings for topics and work that would benefit from an in-person discussion, like setting future meeting dates, discussing bylaws changes or reviewing candidate questionnaires. Limiting meeting agendas to topics which require participation and discussion, will make your members feel their presence is valuable.
* **Agendas:** Prepare an agenda for every meeting with times allotted for each agenda item. While this might seem like a lot of work, if you get into a routine of creating one early, at the end of the previous meeting for instance, it really does not take much time. In a pinch, an agenda can be created during the first few minutes of a meeting. Once you create the agenda, follow it.
* **RSVPs:** A few days prior to your meeting, email or call your chapter members and ask if they plan to attend. One day before your meeting, email or call anyone who has not responded. This will reinforce the importance of attendance.
* **Respect Your Members’ Time:** If a meeting lasts longer than anticipated, stop and ask the group if their schedules allow for the meeting to continue for a set period of time or if scheduling another meeting is in order. This shows members you have respect for their time and allows those who cannot stay to make a graceful exit. People who feel their time is respected are more likely to be contributing members to your chapter.

For Equality,

Bonnie Grabenhofer

Action Vice President

Chitra Panjabi  
Membership Vice President