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**Leadership Memo, March 2014**

Hello NOW State and Chapter Leaders,

Happy Women’s History Month! This March we at the National Action Center celebrate our activists’ history fighting for an Equal Rights Amendment. We remember the accomplishments of the past and look to the future work to be done. A social media kit will be available on the chapter’s only website shortly providing ideas and tools to highlight this important part of NOW and women’s history.

*Here’s what’s coming up:*

**Upcoming Webinars**

[Working successfully with the IRS](http://now.org/leaderdoc/webinars/)

Tax season is upon us and the May 15 deadline for most chapters’ filing is coming up! Please join us to learn about EINs – what they are and how to get one. We will provide information regarding the 990-N e-Postcard (due to the IRS by May 15 for most chapters) and you will get reminders and tips. Get your tax filing questions answered and your forms filled out and ready to go! If you are unable to attend the webinar but want to learn more, visit the IRS Filing section of the chapters only website for guidance.

*Introduction to the National NOW Conference*

The 2014 National NOW Conference [Faces of Feminism: Strength in Diversity](http://www.now.org/conference) will be in New Mexico from June 27-29. Join us on **March 18** at **8:00 p.m.** est the Membership and Field Teams will host the webinar [Introduction to the National NOW Conference](https://www1.gotomeeting.com/register/961189032). This webinar will review the general agenda for the conference, voting and delegate procedures. This is a great opportunity for new now leaders to learn the ins and outs of the conference and a helpful review for more seasoned leaders as well.

[NOW Conference: Delegates & Credentialing](https://www1.gotomeeting.com/register/961189032) Join the National Acting Center Membership Team on **April 1** at **8:00 p.m.** EST for a review of conference delegate and credentialing procedures.

[Marriage Equality National Action Campaign Update](https://www1.gotomeeting.com/register/264201849) On **Saturday, April 12 2:00 p.m.** EST the Field Team will provide updates on the state of marriage equality and provide ways your chapter can get involved in the fight- no matter where you are located.

Materials from all webinars, will be posted on the chapters only website shortly after the webinars completion. Look under Chapter Management and click on “webinars”.

**National Conference 2014**

*Important Upcoming Dates & Deadlines*

* **March 18**: Join us for [Introduction to the National NOW Conference.](https://www1.gotomeeting.com/register/961189032)
* **March 23:** Deadline to help us save money and trees by agreeing to receive your chapter’s delegate report electronic form only using the [new NOW Conference Delegate Packet Paperless Option](https://nationalnow.wufoo.com/forms/now-conference-delegate-packet-paperless-option/%20)
* **March 30:** Delegate packets sent via e-mail and snail mail to all chapter presidents. Don’t forget the [Delegate Packet Paperless Option](https://nationalnow.wufoo.com/forms/now-conference-delegate-packet-paperless-option/new)
* **April 1:** Join us for the second conference webinar [NOW Conference: Delegates & Credentialing](https://www1.gotomeeting.com/register/961189032)
* **April 9:** [Conference workshop proposals](https://nationalnow.wufoo.com/forms/2014-workshop-proposal-form/) are due
* **May 26th:** Deadline to [book hotel rooms](https://aws.passkey.com/event/10860343/owner/4052/landing)  at the discounted NOW rate
* **June 20:** [Pre-registration for the National NOW Conference closes](http://now.org/about/conference/). Anyone wishing to register after this date will need to do so on-site

**Regional Conference Information**  
Looking to find out more about your Region’s conference this spring? Check out the [*new* Regional Conference Website](http://now.org/membership/regional-conferences/)

**Hobby Lobby & the Dirty 100**

On March 25 the Supreme Court will hear the Hobby Lobby Birth Control Mandate case. Check out the chapters only website action section. Information about local actions and a social media kit will be available soon. Also, if you are in the DC area and want to attend the rally outside the US Supreme Court, email Abi [field@now.org](mailto:field@now.org) for more information.

**New NOW Website**  
As you may have already noticed, Nation NOW has a beautiful [NEW WEBSITE](file:///\\SERVER3\SHARED\ABI'S%20FOLDER\Field\Chapters\Chapter%20Organizing\Monthly%20Leadership%20Memos\March\www.now.org%20). Please take a moment to look it over. If you have any updates or changes to your chapter’s information please fill out the <https://nationalnow.wufoo.com/forms/chapter-website-change-request/>

**Abi’s February Organizing Tip**-Effectively “forwarding” emails

We all get a lot of emails and so do our activists. While it is tempting to simply press forward on an email when you find something interesting, research show the average email user is more likely to ignore emails with subject lines containing “Fwd”. How do we avoid being ignored and ensure our members get the necessary information? Follow these three simple steps to increase the chances your messages are read:

1. Change the subject line: First, remove the “Fwd” and then reword the subject line so it applies directly to your audience. “Fwd: Upcoming Action at the State Legislature tomorrow” can be changed to “Join NOW Tomorrow at the Legislature at 8:00 p.m.”
2. Write a short introduction: “Hello Pawnee NOW Members- please take a glance at the below message and be prepared to discuss at our next meeting on April 8th”. This informs the reader exactly why you are sending the message, precisely what they should be focusing on and deadline to read it.
3. Scan the email and make sure it does not have unnecessary information- many emails are forwarded and forwarded and forwarded. Delete extra text, it will make your message more prominent.

Following these steps should take you no longer than 5 minutes and will likely increase the number of people who read your emails. Oh, and there is no need to forward these leadership memos to other leaders. They are sent to everyone chapter and state leader in our system.

For Equality,

Bonnie Grabenhofer

Action Vice President

Chitra Panjabi  
Membership Vice President