

Communications Report
To: National NOW Board Members
From: Elise Coletta
Date: October 16, 2015

Overview

The mission of the Communications Team is to present NOW's work and successes to a variety of audiences. We do this through digital engagement (email blasts, website, and social media), media visibility, fundraising, and branding.

We are excited to introduce the newest member of the NOW Communications Team, Rui Mulligan. Rui recently graduated from American University, where she majored in History and Asian Studies. She will be working on press, media and communications strategies with our consultants Laura Gross and William Klein, and on NOW's online presence and outreach with Donor Digital and our in-house team including Chioke Barkari, Cheryl Tanski and Paul Wommack.

NOW has continued its collaboration with external vendors who work in two areas of communications - media/visibility and digital communications. Scott Circle Communications and William Klein (an independent consultant) continued to work with the team on press outreach, copywriting and general media/visibility strategy. They work with Elise Coletta and Terry O'Neill to plan NOW's messaging, draft Huffington Post pieces and od-eds, and coordinate high-profile PR efforts. Elise Coletta works directly with Laura Gross to pitch NOW's officers to members of the media, and coordinates all press-related logistics.

On the digital side of communications, the Communications Team has continued to work with Donor Digital (a division of Mal Warwick Associates) for online fundraising strategy, design and execution.

Lastly, we continue to work with RAD Campaign for technical maintenance and continued work on the NOW and NOW PAC websites.

Our work would be impossible without the dedication of our devoted and talented Coms Team interns:

Summer 2015: Allie Pierce and Natalie Cortes
Spring 2015: Allison Katona

The members of the Communications Team work together to build a cohesive online program that aims to raise NOW's visibility and presence in traditional and new media. We collaborate to create a successful digital fundraising and advocacy program each month. The Communication Team schedule and workload is a fine balancing act, but we are proud of our contributions to NOW's overall success.

We know we use a lot of technical terms so we put together a glossary of terms for you. It's located at the end of the report.

Overall Digital Strategy

The Communications Team is dedicated to a comprehensive digital strategy for our online communications. We use data-driven decision making to boost the engagement rates of our supporters.

Rapid response to current events

- Some of our best actions and fundraisers come from direct and fast reactions to current events. This is a great way to engage our online supporters.
- Being first out on an issue also gets us more attention

Edge and snark

- A little bit of irreverence gets us attention.
- Many people receive hundreds of emails a day and do not open them all

Cross platform integration

- We have a significant number of digital platforms to use to engage our supporters. These include: the website, email program, Facebook, Twitter, Pinterest, Tumblr, Terry's Twitter and Facebook accounts, NOW's Say It Sister blog, and Terry's Huffington Post blog postings.
- It's important to use consistent messaging across all channels because this increases how much our message resonates and strengthens the public's understanding of NOW's mission.

Email Program

Advocacy: These emails are asking our supporters to do something that will move legislation forward, change a policy, or move public opinion. These are emails that have a clear goal and theory of change. These emails are written by Terry O'Neill and Elise Coletta, and are implemented by in-house staff working with Donor Digital.

Appeals: These emails are focused on fundraising. They ask the supporter to donate based on our work on an issue. Like our advocacy emails, appeals are written by Terry O'Neill and Elise Coletta, and are implemented by in-house staff working with Donor Digital.

Conference: These are emails with information about the conference including registration, workshop proposals, selected workshops, speakers, resolutions, and logistics. These emails are written by Terry O'Neill and Elise Coletta, and are usually implemented by Elise Coletta.

Engagement: These emails are focused on ways to engage with the organization outside of advocacy and donating. This category of email includes surveys, updates on results we've achieved through advocacy, and holiday cards. These emails are written

by Terry O'Neill and Elise Coletta, and are implemented by in-house staff working with Donor Digital.

Leadership Memo and FYI's: These emails are sent to NOW leaders with information on things that are coming up as well as tips on how to organize. These emails are written and implemented by the Programs Team led by Bonnie Grabenhofer and including Jan Erickson, Linda Berg and Paul Wommack.

News and Action Summary: This is NOW's monthly e-newsletter. It includes information on our issues, actions our supporters can take, a grassroots spotlight, how to donate, our press coverage, recent blog posts, and NOW Read This. These emails are written by Elise Coletta and implemented by Donor Digital.

Promotions: These emails are about special offers available to NOW supporters, such as receiving Ms Magazine free for people who donate to NOW and Love Your Body poster sales. These emails are written by Terry O'Neill and Elise Coletta, and are implemented by Elise Coletta or Mwosi Swenson.

Zaps: This is an email about an event that NOW is planning or participating in. This includes rallies as well as speaking engagement for our officers. These emails are written by the Programs Team and built by the Paul Wommack.

List growth

It's important for us to continue to build our email program and our email list size so we can find new supporters. The larger our email list is the more advocacy and fundraising we can engage in. Every email has a number of unsubscribes, making list growth even more important. We've used several techniques to build our list:

Joint Campaigns with allied organizations: Each organization sends out the same action request to their e-mail list, although the narrative in the e-mails can differ. In this joint campaign, any person who takes the desired action will now be a member of both organizations –email list. We used this technique recently for petitions around Planned Parenthood and the EACH Woman Act.

Sharing: We are also using a new tool called ShareProgress. Once someone takes an action, they now have the option to share it with their social media network.

Digital Advocacy

We use the website, email program, and social media to push our actions and engage supporters to create policy change. We decide which actions receive stand-alone emails based on our legislative priorities and the response rates for similar actions.

Digital Fundraising

A major responsibility of the communications team is digital fundraising through our email program and website.

For the first 9 months of the year, we have raised \$316,929 online, compared with \$304,713 for the same period last year, a 4% increase. This revenue comes from email appeals, action emails, renewal emails, as well as donations and renewals through the website.

Website

We continue to be excited by the opportunities provided by our new Inc. and PAC websites, though we are still working out some kinks. We are continuing to optimize and improve the website via Search Engine Optimization (SEO) so our website shows up higher in searches for content.

Recent Press Releases:

Sent	Subject/Topic
October 6, 2015	A Good Day for Rosie the Riveter
September 29, 2015	"Bullies Throwing a lot of Bull!"
September 24, 2015	Attacks on Women's Healthcare: Bad Policy and Bad Politics
September 22, 2015	Victory--For Now
September 17, 2015	NOW Deplores Appalling Attacks on Critical Women's Health Services
September 4, 2015	NOW is a Proud Supporter of Women for Hillary
September 1, 2015	Remembering Civil Rights Matriarch Amelia Boynton Robinson
August 19, 2015	National Organization for Women Welcomes FDA Decision on Women's HSDD Treatment
August 17, 2015	Remembering the Legacy of Julian Bond
July 30, 2015	NOW Calls For Overhaul of Criminal Justice System in Light of Police Brutality Crisis
July 23, 2015	The Social Security Trust Fund is Strong
July 21, 2015	Video Attacks on Planned Parenthood Don't Fool Us and They Shouldn't Fool Congress

July 16, 2015	#SayHerName: Sandra Bland
July 15, 2015	Lies and Distortion Won't Change the Truth About Planned Parenthood--Planned Parenthood Saves Lives
July 8, 2015	What Part of the Word "Equal" Don't They Understand?
June 26, 2015	Love Triumphs Over Bigotry
June 25, 2015	Supreme Court Ruling in Affordable Care Act Case Means Millions will be able to keep their Health Insurance
June 19, 2015	Our Hearts are in Charleston
June 18, 2015	"We're On the Money--At Last!"
June 17, 2015	NATIONAL ORGANIZATION FOR WOMEN TO LAUNCH NOW4HILLARY
June 11, 2015	Lindsay Graham's Anti-Woman, Anti-Life Agenda
June 9, 2015	NOW Demands Answers and Action in McKinney, Texas
May 28, 2015	National Organization for Women (NOW) Condemns Governor Jindal's "Marriage and Conscience" Executive Order
April 30, 2015	Religion is No Excuse for Discrimination

Recent Huffington Post pieces:

Date	Title
October 1, 2015	Why the Attacks on Planned Parenthood Keep Failing
September 17, 2015	One In Four Women
September 8, 2015	Before Looking at Developing World's Gender-Equality Gap, U.S. Needs to Look at Own Backyard
August 3, 2015	One in Three Women?
July 24, 2015	How Many More Sandra Blands?
July 14, 2015	Two Million Voices Ring Out for Social Security Expansion -- And That's Just the Beginning!
March 19, 2015	Don't Throw Social Security Under the Bus!

January 23, 2015	Fraud and Betrayal Over the 20-Week Abortion Ban: Shame on These Women
January 8, 2015	Abortion Rights Are Human Rights
November 19, 2014	The U.S. Isn't in the Business of Bigotry, Are We?
October 15, 2014	Women's Votes Always Matter -- But They Matter More In 2014
September 8, 2014	Why Transphobia Is a Feminist Issue
August 26, 2014	The Vote – A Right Worth Fighting For
August 22, 2014	What Does the Crisis in Ferguson Have to Do With Reproductive Justice?
August 7, 2014	Am I Not Also My Sister's Keeper?
July 18, 2014	Why I'm Excited for the Future of Feminism

Say It Sister!

The blog is a great place for us to cover issues that we don't always have the bandwidth to create an action item around or simply to update the public on NOW's stance on issues. We also use the blog as a way to push action items or longer thought pieces, like issue advisories created by the NOW Foundation.

Date	Title
September 23, 2015	Right on the Money: Making Women on the \$20 Bill a Reality
September 17, 2015	#ThanksObama
September 1, 2015	I Stand With Planned Parenthood Because It Helps So Many Stand for Themselves
August 13, 2015	Does Your Pharmacy Sell Emergency Contraception? Take This Survey!
July 22, 2015	Hey Feminism, What's New?
July 16, 2015	Two Million Voices Ring Out for Social Security Expansion-- And That's Just the Beginning!

July 10, 2015	<u>U.S. Women's Soccer Team Wins 5-2, Loses 17-1 in Pay</u>
July 8, 2015	<u>Disney, Swords and Gender Identity</u>
July 7, 2015	<u>"Leaning In" Won't Liberate Us</u>
June 30, 2015	<u>What's All This Talk About Self-Care?</u>
June 26, 2015	<u>Supreme Court Victory: Marriage Equality in All States</u>
June 25, 2015	<u>Real Beauty</u>
June 23, 2015	<u>Being a Good Ally is an Ongoing Process</u>
June 18, 2015	<u>Catcalling is Not a Compliment</u>
June 16, 2015	<u>Why "Orange is the New Black" is Revolutionizing TV</u>
June 11, 2015	<u>"Gay Marriage": It's Not Just for Gays</u>
June 10, 2015	<u>Caitlyn Jenner and Trans Issues</u>
April 30, 2015	<u>On Baltimore</u>
April 29, 2015	<u>Politicizing Sexual Assault Awareness</u>
April 29, 2015	<u>RFRA Laws Undermine Child Protection, DV and Civil Rights Laws</u>
April 14, 2015	<u>Fighting for My Fair Share</u>
April 7, 2015	<u>Challenges Faced by African-American Girls Deserve Equal Attention</u>
March 19, 2015	<u>Don't Throw Social Security Under the Bus</u>
March 13, 2015	<u>Wave of Harmful State Legislation Continues, but Some Good Bills Offered</u>
March 8, 2015	<u>In Honor of International Women's Day, NOW Stands With Our Sisters in Saudi Arabia</u>
March 6, 2015	<u>Right-Wing Extremists Defeated Over DHS Provision</u>
March 4, 2015	<u>SCOTUS Playing Politics With Healthcare in King v. Burwell</u>
March 3, 2015	<u>Body Dysmorphic Disorder: From Self-Loathe to Self-Destruction</u>
February 24, 2015	<u>National Eating Disorder Awareness Week</u>
February 20,	<u>"She's Beautiful When She's Angry"</u>

2015	
February 19, 2015	<u>Alabama's Battle for Marriage Equality</u>
February 15, 2015	<u>Marissa Alexander Out of Jail-But is She Really Free?</u>
February 12, 2015	<u>Girls, Young Women Higher Risk of Concussion Injuries</u>
February 9, 2015	<u>Women's Health Protection Act Would Overturn Harmful Abortion Restrictions</u>
January 26, 2015	<u>Roe Day 2015</u>
January 26, 2015	<u>The U.S. Supreme Court Should Do Its Job and Rule for Marriage Equality</u>
January 26, 2015	<u>SOTU Speech Highlights Important Feminist Initiatives</u>
January 23, 2015	<u>Fraud and Betrayal Over the 20-Week Abortion Ban: Shame on These Women</u>
January 21, 2015	<u>20-Week Abortion Ban is Deceptive, Irresponsible and Dangerous</u>
January 12, 2015	<u>2015 Anniversary of Roe v. Wade Events</u>
January 1, 2015	<u>Happy New Year!</u>
December 30, 2014	<u>TRAP Laws, Religious Exemptions, and the 20-Week Abortion Ban- Oh My!</u>
December 30, 2014	<u>NOW Grassroots Victories in 2014</u>
December 29, 2014	<u>We Are So Over 2014</u>
December 22, 2014	<u>Happy Holidays from the National Organization for Women</u>
December 18, 2014	<u>Immigration is a Feminist Issue</u>

December 12, 2014	<u>It's Time to Say Goodbye to Hyde</u>
December 2, 2014	<u>Giving Back on #GivingTuesday</u>
November 17, 2014	<u>Supreme Court Will Consider Pregnancy Discrimination Case</u>
November 17, 2014	<u>What the Mid-Term Elections Mean for Reproductive Rights: A Growing Threat</u>
November 12, 2014	<u>One Hundred is Not Enough: Reflection on the 2014 Congressional Election</u>
November 5, 2014	<u>Carrying the Weight of Sexual Assault Together</u>
November 4, 2014	<u>Anti-Choice Initiatives Threaten Reproductive Justice in Three States</u>
October 31, 2014	<u>Why I Pledged to Vote</u>
October 30, 2014	<u>I've Pledged to Vote</u>
October 29, 2014	<u>NOW Chapters Fight for Rights, Work to GOTV</u>
October 28, 2014	<u>The Koch Brothers Are At It Again</u>
October 17, 2014	<u>Deconstructing Right Wing Myths: The 20-Week Abortion Ban</u>
October 16, 2014	<u>The Rising American Electorate</u>
October 14, 2014	<u>What Does "Love Your Body" Mean to You?</u>
October 8, 2014	<u>Hollywood and Diversity: How the Media Informs Social Identities</u>
October 7, 2014	<u>Expanding Access to Emergency Contraception</u>
October 6, 2014	<u>Abortion Restrictions and Domestic Violence Linked</u>
October 1, 2014	<u>Domestic Violence and Economic Security</u>

September 29, 2014	Campus Sexual Assault Bill Provides Support for College Women
September 25, 2014	#WhyIStayed: Solidarity in a Culture of Victim Blaming
September 16, 2014	Normalized Violence: Constructing Culture Through the NFL
September 16, 2014	U.S. Senate Does Not Vote on Paycheck Fairness Act
September 15, 2014	Social Media, Social Justice: Women and the Internet
September 14, 2014	FDA Moves Toward More Women in Research Trials
September 12, 2014	Fight for Women's Voices Online
September 11, 2014	Roger Goodell Has Accepted the Culture of Violence and He Needs to Go
September 9, 2014	The Right to Vote: Didn't We Win It Years Ago?
September 8, 2014	Proposed Rule Expands FMLA Protections to Same-Sex Couples
August 28, 2014	Media Hall of Shame: ESPN, the NFL, and Domestic Violence
August 27, 2014	Obamacare Advances the Fight for Transgender Rights
August 25, 2014	Sexuality, Birth Control and Hobby Lobby
August 20, 2014	A Full Day's Work, a Zero Dollar Paycheck
August 18, 2014	Transgender Lobby Day Gives a Voice to Trans Folks and Allies
August 16, 2014	In U.S. Border Crisis, the Rate of Unaccompanied Girls Fleeing Sexual Violence Rises
August 15, 2014	Caregiver Credit Would Value Women's Work
August 14, 2014	Social Security turns 79: celebrating nearly eight decades of support for women
August 12, 2014	Executive Order Could Require Federal Contractors to Cover Birth

	Control
August 11, 2014	Roger Goodell Has Accepted the Culture of Violence and He Needs to Go
August 11, 2014	NOW Updates Acronym: LGBTQIA
August 9, 2014	The Right to Vote: Didn't We Win It Years Ago?
July 28, 2014	VA Marriage Ban Struck Down
July 23, 2014	For Women in Science, Harassment is in the Job Description
July 22, 2014	It's Time for Caregiver Credits
July 22, 2014	President Signs Executive Order Protecting LGBTQIA Employees
July 17, 2014	My Saturday at a Women's Health Clinic
June 26, 2014	Peace Corps Volunteers and Abortion Coverage
June 21, 2014	#DigiFem2: Social Media and Feminism
June 20, 2014	The Gloves Are Off: Sebelius v. Hobby Lobby
June 20, 2014	Media Hall of Shame: George Will, Syndicated Columnist, Perpetuates Rape Culture on College Campuses
June 17, 2014	Obama to Make LGBT Rights Executive Order
June 17, 2014	#RealPay and Inclusive Feminism
June 16, 2014	Transgender Healthcare: Forgotten and Inaccessible
June 14, 2014	Separate Spheres in Sexual Health: Women with HSDD Left Without Options
June 12, 2013	Wisconsin Declares Ban on Same-Sex Marriage is Unconstitutional
June 12, 2013	Perpetuating Victim-Blaming
June 11, 2014	Federal Court Rules Arizona Regulations on Abortion Unconstitutional, Burdensome, Medically Unnecessary
June 11, 2014	Trade Partner, Brunei's Legal Code Promises to Flog Women, LGBT Persons

Social Media

NOW has a variety of social media platforms but we focus on our most active communities: Twitter and Facebook. We continue to see solid results on social media, despite limited resources, evidence that NOW's brand remains strong. The Communications Team continues to liaise with the Programs Team on social media guides for chapter use and we will continue to do so in the future.

Twitter

Organization	Twitter Handle	Number of Twitter Followers (as of 10/14/2015)
Planned Parenthood (Action)	@PPact	171,192
EMILY's List	@emilyslist	61,814
<i>National Organization for Women</i>	@NationalNOW	49,140
Feminist Majority Foundation	@FemMajority	48,776
NARAL Pro-Choice America	@NARAL	45,768
National Women's Law Center	@NWLC	35,097
American Association of University Women	@AAUW	26,594
League of Women Voters	@LWV	10,854
Rainbow/PUSH	@RPCoalition	10,118
National Council of Women's Organizations	@NCWO	2,759

Facebook

Organization	Number of Facebook Likes (as of 10/14/2015)
Planned Parenthood (Action)	680,824
EMILY's List	341,089
NARAL Pro-Choice America	196,026
<i>National Organization for Women</i>	142,975
National Women's Law Center	108,959

Feminist Majority Foundation	86,357
League of Women Voters	61,825
American Association of University Women	22,747
Rainbow/PUSH	4,146