

Fundraising Report

Submitted by Chioke Barkari, Fundraising Manager
Data Compiled by Doris Steppe, Membership Systems Director

NOW Membership as of September 2015:

As of September 30, NOW membership totals 59,350. We recently invested in an acquisition mailing that was sent to over 300,000 recipients on September 4. This survey package has done well for us in the past and we expect membership numbers to increase over the next month due to this direct mail investment.

Below details the membership count for the past 3 years:

Membership Count		
3 rd Qtr. 2013	3 rd Qtr. 2014	3 rd Qtr. 2015
52,870	59,393	59,350

From the beginning of 2015 through September 30, 2015, **15,319** members renewed. Compared to the same period last year, **15,673** members renewed. In addition to the cash investment into the acquisitions side of NOW's direct mail program, resources have been allocated to reinstatements of lapsed members. From January through September 2015, NOW reinstated **7,324** members, compared to the same period last year where **8,588** members were reinstated.

As of September 30, 2015 NOW has **1,102** lifetime members.

Membership Recruitment:

The previous Board had requested data to ascertain the breakdown of membership recruitment via the National Action Center's direct mail campaigns and through chapters' and state organizations' direct recruitment. The following chart shows the cumulative breakdown for the last two years and year-to-date:

Year	Chapter & State Joins	Chapter & State Join Revenue	National Joins	National Join Revenue	Unknown Joins	Unknown Join Revenue
2013	509	\$6,977	5,488	\$142,692	1,407	\$43,960
2014	616	\$8,662	16,440	\$389,234	1,232	\$36,819
YTD 2015	470	\$7,014	10,163	\$240,457	748	\$23,659

Sustainers:

As of September 30, 2015, NOW has 1,261 sustainers. All sustainers for both PAC and INC are NOW members. The breakdown of sustainers to INC and PAC and their payment method is detailed in the chart below.

Sustainer Count (3rd Qtr.)			
Payment Method	Credit Card	EFT	Check
INC	921	144	140
PAC	39	12	5

NOW's sustainer program has been steadily growing with continued outreach through organized telemarketing and outreach from the NOW office. Sustainers, who lapse or whose cards have expired and/or changed, are followed up with regularly, which has helped retention rates. Additionally, in my role as Fundraising Manager, I will be working to engage some of NOW's key donor groups such as sustainers. These engagement tools are expected to help donor retention as well as increase their giving to NOW.

To promote our monthly giving program more and make it an easier option for online donors, we are currently testing a Make it Monthly feature on our web donation pages. This check box under the donation amount, will allow donors to easily opt into monthly giving rather than just making a one-time gift. Doris Steppe, NOW's Membership Systems Director, and our direct mail team have been working on implementing this program for some time and we are currently testing it to ensure it's correct functionality. If all functions smoothly, we plan to implement the Make it Monthly donation button on all webpages and e-blasts and across all entities including INC, PAC, and Foundation.

Donor Cultivation:

In spring 2015, NOW began mailing acknowledgment letters for gifts ranging from \$20-\$74.99. Gifts in this giving range previously were not acknowledged. We hope that this investment in acknowledging gifts in this range will increase our donor retention rate. We will be able to do better analysis of this next spring. Additionally, our acknowledgement letters for gifts in this range include an invitation to become a sustainer, if they are not one already. As donors who give in this range are very good candidates for monthly giving, we also hope to see our sustainer numbers increase thanks to this effort.

Planned Giving:

NAC mailed a planned giving survey package to a small number of donors in spring 2015. This mailing had a great response including receiving 33 gifts totaling \$4,171 even though the mailing did not directly ask for a gift. In addition to donations, we also received many responses to our donor survey with valuable information for NOW to use to better promote, recruit, and engage legacy donors. In late August, we mailed a slightly tweaked version of the survey package to 15,000 donors. Like the spring survey, we have received a number of gifts and valuable information through survey responses. Additional planned giving efforts include better engagement with current visionary circle members, a home page slider, and an updated legacy giving webpage.

Major Donor Engagement:

In order to honor our most committed donors, improve retention, and increase giving amounts, NOW's Fundraising Manager has created a plan for major donor engagement. The groups included in this engagement include sustainers, lifetime members, visionary circle members, and president's circle members. Engagement will be ongoing and across multiple platforms. Some major donor engagement will include special e-newsletters with insider updates and interactive web meetings with NOW leaders.

Board Give or Get Policy:

To assist with the implementation of our recent policy adopted at the bylaws and strategy conference, NOW's Fundraising Manager is developing a give or get toolkit for members of the board. The toolkit will detail various ways board members can contribute to NOW's financial health and contain opportunities accessible and achievable for all board members. There will be a range of options from personal contributions to individual fundraising efforts to member recruitment to working with NOW's fundraising team to assist efforts at the National Action Center.

2016 Gala & Conference:

For NOW's 2016 Conference & Gala, we have set a realistic goal to raise \$110,000 to cover our expected expenses of \$148,620. With the help of Board members and the NOW Advisory Committee, we hope to exceed this goal and cover all expenses. While some of this revenue will come from conference registrations, the bulk will need to be raised through sponsorships, program ads, and exhibitors. NOW's President and Fundraising Manager have worked to create 8 different sponsorship packages, prices for advertisement and exhibitors, and an outreach plan which includes assigned outreach to organizations for sponsorship. Soliciting sponsorships will be handled by NOW's President and Fundraising Manager along with NOW's long-time conference/gala planner, Natalie Shear. A sponsorship flyer, invite letter, outreach spreadsheet and assignments, and webpage have been created with a few more items in the works. Once a conference theme design is in place, we can launch our conference/gala webpage and begin outreach.

Below are detailed descriptions of our 8 gala & conference sponsorship packages:

With a gift of \$25,000, our exclusive Diamond Sponsor will receive:

- Acknowledgement as Diamond Sponsor in gala program
- Full page color ad, with primary placement, in conference book
- Pre-gala reception naming rights
- 3-minute speaking opportunity at pre-gala reception
- Opportunity to present an Intrepid Award
- 20 tickets to the Intrepid Awards Gala
- 20 tickets to the pre-gala reception
- 6 complimentary Forward Feminism Conference registrations
- Special recognition at opening and closing conference plenaries
- Onscreen logo at gala and throughout conference
- Exhibit table at conference and inclusion of promotional material in attendee swag

NOW Board Meeting
Fundraising Report

- Exposure on conference website, NOW's monthly e-newsletter, and social media

With a gift of \$15,000, a Sapphire Sponsor will receive:

- Acknowledgement as a Sapphire Sponsor in gala program
- Full page color ad in conference book
- 15 tickets to the Intrepid Awards Gala
- 15 tickets to the pre-gala reception
- 4 complimentary Forward Feminism Conference registrations
- Special recognition at opening conference plenary
- Onscreen logo at gala and throughout conference
- Exhibit table at conference and inclusion of promotional material in attendee swag
- Exposure on conference website, NOW's monthly e-newsletter, and social media

With a gift of \$10,000, a Ruby Sponsor will receive:

- Acknowledgement as a Ruby Sponsor in gala program
- Full page ad in conference book
- 10 tickets to the Intrepid Awards Gala
- 10 tickets to the pre-gala reception
- 2 complimentary Forward Feminism Conference registrations
- Onscreen logo at opening and closing conference plenaries
- Exhibit table at conference and inclusion of promotional material in attendee swag
- Exposure on conference website, NOW's monthly e-newsletter, and social media

With a gift of \$5,000, an Emerald Sponsor will receive:

- Acknowledgement as an Emerald Sponsor in gala program
- Half page ad in conference book
- 5 tickets to the Intrepid Awards Gala
- 5 tickets to the pre-gala reception
- 1 complimentary Forward Feminism Conference registrations
- Onscreen logo at opening conference plenary
- Exhibit table at conference and inclusion of promotional material in attendee swag
- Exposure on conference website, NOW's monthly e-newsletter, and social media

With a gift of \$2,500, a Jade Sponsor will receive:

- Acknowledgement as a Jade Sponsor in gala program
- Quarter page ad in conference book
- 5 tickets to the Intrepid Awards Gala
- 5 tickets to the pre-gala reception
- 1 complimentary Forward Feminism Conference registrations
- Inclusion of promotional material in attendee swag
- Exposure on conference website

With a gift of \$1,000, a Garnet Sponsor will receive:

- Acknowledgement as a Garnet Sponsor in gala program
- 2 tickets to the Intrepid Awards Gala
- 1 complimentary Forward Feminism Conference registration

NOW Board Meeting
Fundraising Report

- Inclusion of promotional material in attendee swag

With a gift of \$500, a Topaz Sponsor will receive:

- Acknowledgement as a Topaz Sponsor in gala program
- 2 tickets to the Intrepid Awards Gala

With a gift of \$250, a Pearl Sponsor will receive:

- Acknowledgement as a Pearl Sponsor in gala program
- 1 ticket to the Intrepid Awards Gala