

Ms. President NOW Board Report

To: National NOW Board Members

From: Bonnie Grabenhofer, Vice President

Date: November, 2015

Hillary Clinton Endorsed by NOW PAC

In 2013, the National NOW Conference passed a resolution called: Elect a Feminist Woman President and Celebrate NOW's Golden Jubilee urging the NOW PAC to build toward this goal and focus its endorsement and field strategy to accomplish this goal in 2016. At the April National NOW Board meeting the board passed a resolution urging the PAC to endorse Hillary Clinton for president and urging NOW Leadership to rally members to work tirelessly for her election. In April the NOW PAC endorsed Clinton.

The endorsement and NOW's campaign to involve the grassroots in her election was announced with great fanfare at the National NOW Conference including a plenary; buttons and stickers; an exhibit table; talking points; text, paper and online form for signing up; and a fundraising map and ActBlue page.

MsPresidentNOW Launched

Because of a new FEC rule issued in July we changed the name of the campaign from NOW4Hillary to MsPresidentNOW. The campaign, a project of the NOW PAC, was launched via a nationwide webinar in August in conjunction with Women's Equality Day. The purpose of having a coordinated MsPresidentNOW campaign is to deliver a win for Hillary in the primary and general elections and raise the visibility of NOW. It's a volunteer-led effort that is sharing resources and ideas, strengthening our chapters, and developing relationships.

Communication

- Facebook, Twitter, and email accounts have been set up. MsPresidentNOW Facebook is our primary organizing tool. People are posting information about Hillary and their events as well as asking questions and exchanging information.
- Email support was provided for some key events in various states: IL, VA, NH, OH, WI)
- FYI NOW emails included information about the MsPresidentNOW webinar, sign up, Facebook, events, conference calls, new resources, etc.

Materials created

Buttons and Stickers

- New MsPresidentNOW buttons and stickers were designed and produced
- Samples were distributed to coordinators and for special events

Fact Sheets

- Talking Points: NOW PAC's Endorsement of Hillary Clinton
- Flyer: Key Facts – Hillary's Positions on NOW Issues
- Hillary's Record for Lesbian Rights

Organizing Materials

- Kickoff Event Exercises
- Take Action 1
- What NOW Members and Chapters Can Legally Do to Elect Hillary
- Who Speaks for NOW PAC Endorsements
- House Party Guide
- Sign In Sheet

Volunteers and Coordinators

- 150+ volunteers signed up at NOWPAC.org and invited to Facebook group
- 65 Facebook members
- Volunteers in 38 states
- Recruited coordinators in approximately 12 states
- Volunteer lists have been sent to the coordinators
- Welcome packets have been sent to coordinators

Events

Over the past couple of months many MsPresidentNOW volunteers with their local and state chapters have been busy supporting Hillary Clinton by hosting and participated in a variety of activities including rallies, events, canvassing, organizing meetings, debate parties, and social media. Below is a description of some of these events, many reported on the MsPresidentNOW Facebook page.

Linda Tosti-Lane reported on an event hosted by Washington State NOW in August: Tacoma for Hillary, in honor of Women's Equality Day. The goal was to raise money for the campaign and get people to volunteer in Washington. Their guest speaker was Whitney Williams who was Hillary Clinton's trip advisor when she was First Lady. Seattle NOW is also working on Voter Registration projects.

In September, Congresswoman Jan Schakowsky hosted a Hillary rally in Chicago with a multitude of women elected officials supporting Hillary. NOW was recognized including Bonnie Grabenhofer, VP Action, Gay Bruhn, Sr. NOW PAC advisor, Sue Straus, newly elected IL NOW President and other NOW members who were among the hundreds of enthusiastic supporters in attendance.

In October Prince William County NOW (VA) hosted the Stand for Women NOW, Voter Registration and Equality Rally with a large number of exhibitors and supporters, including Virginia NOW. Hala Ayalla, president of Prince William County NOW, hosted and introduced many notable speakers including Bonnie Grabenhofer, VP NOW; Diana Egoscue, VA NOW President; Ellie Smeal, Feminist Majority Foundation President; and Laurie Rubiner representing Hillary for America.

There was also a very exciting Hillary Clinton organizing meeting and rally held in Alexandria, VA with Governor Terry McAuliffe. Terry O'Neill, NOW President, was recognized and there were abundant pictures of interns and NOW members with NOW, Elect Women NOW, and ERA rounds.

Marena Groll reported that Mini Timmaraju, Hillary for America's National Women's Outreach Director, spoke at North Carolina NOW's Conference in October to get people excited about the campaign. The event garnered significant media coverage. They also hosted a watch party for the first Democratic Presidential Debate in downtown Durham.

Karen Baumgardner, AZ NOW, reported that Shiela Ogea was stumping for Hillary at their August 25th event: the 95th Anniversary of the 19th Amendment in Phoenix, AZ.

Seattle NOW has been working on voter registration projects and San Diego NOW has been working with San Diego County for Hillary—a grassroots organizing group. Their work has included community phone banking and canvassing to drum up support and recruit volunteers for the Hillary campaign.

David Stewart reports on a number of events and lots of canvassing in Iowa for Hillary with NOW members. Gay Bruhn, Sr. NOW PAC advisor, participated in training in IL to help support Hillary in the Iowa caucuses.

Robin Olds reported on petition training in Indiana.

Marian Bradley, MT NOW and Carolyn Casper, OH NOW, reported on participating in organizing meetings and other events in MT and OH.

In addition to all of this, many chapters have been engaging in social media on Facebook and Titter to show their support of Hillary. This includes everything from sharing positive articles about the campaign to creating statuses and tweets about why they individually support Hillary and her positions on the issues.