

Communications Report  
To: National NOW Board Members  
From: Rui Mulligan  
Date: March 2016

## 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.

NOW has continued its collaboration with external vendors who work in two areas of communications - media/visibility and digital communications. We continue to work with Scott Circle Communications and William Klein for press outreach, copywriting, and general media/visibility strategy. On the digital side of communications, the Communications Team has continued to work with Donor Digital for online fundraising strategy, design and execution, and Mal Warwick.

We continue to work with RAD Campaign for technical maintenance on our website.

Our work would be impossible without the dedication of our devoted and talented interns. The Communications Team's success has been in large part due to our interns:

- Winter 2015: Allison Katona
- Spring 2016: Nairi Azaryan

## 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.

### Recent Online Actions and Appeals:

Dates	Subject/Topic
October 6 - 2015	EACH Woman Act Fundraiser
October 13 - 28, 2015	Election Survey
October 31, 2015	Halloween Appeal
November 3 - 2015	Working America Health Care
November 6 - 2015	Reproductive Rights Pledge
November 10, 2015	Planned Parenthood Attacks Appeal
November 18 -20, 2015	SCOTUS Appeal

November 20 - December 1, 2015	Giving Tuesday
December 5, 2015	Planned Parenthood Violence Appeal
December 8, 2015	Planned Parenthood Pledge Action
December 16 - 31, 2015	Matching Gift Challenge
January 7 - 12, 2016	Hyde Amendment Petition
January 19 - 22, 2016	Roe v Wade Appeal
January 28 - February 3, 2016	Reproductive Rights Survey
February 11 - 28, 2016	Paul Ryan Coalition Petition

## Website

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
February 24, 2016	<a href="#"><u>Justice is Denied for Kesha—But She’s Not The Only One</u></a>
February 22, 2016	<a href="#"><u>NOW Celebrates 50 Years of Pioneering Grassroots Feminism in 2016</u></a>
January 28, 2016	<a href="#"><u>On the Seventh Anniversary of the Lilly Ledbetter Fair Pay Act, NOW Calls for Congress to Take the Next Step</u></a>
January 26, 2016	<a href="#"><u>NOW’s Message to Paul Ryan—Don’t Mess With Texas Justice!</u></a>
January 6, 2016	<a href="#"><u>An open letter to UVA President Teresa A. Sullivan</u></a>

December 28, 2015	<a href="#"><u>NOW renews call for federal investigation into Sandra Bland's death</u></a>
December 15, 2015	<a href="#"><u>NOW Endorses Edwards for Senate in Maryland</u></a>
December 11, 2015	<a href="#"><u>Statement by NOW President Terry O'Neill on Daniel Holtzclaw's Conviction</u></a>
November 28, 2015	<a href="#"><u>Statement by NOW President Terry O'Neill on the Shootings in Colorado Springs, CO</u></a>
November 13, 2015	<a href="#"><u>Will the Supreme Court Repeal the Clinic Shutdown Law? Or Will They Repeal Roe v. Wade?</u></a>
November 12, 2015	<a href="#"><u>The Case Is Clear— Judge Who Removed Lesbian Couple's Foster Child Should Be Removed From Office</u></a>
November 6, 2015	<a href="#"><u>No More Than a Religious Mask for Bigotry</u></a>
October 28, 2015	<a href="#"><u>Zero-Tolerance Schools: Safe Haven or Danger Zone?</u></a>

**Recent Huffington Post pieces:**

<b>Date</b>	<b>Title</b>
March 2, 2016	<a href="#"><u>Today, The Supreme Court Begins A New Chapter In Its History--Will Women Be The Losers?</u></a>
February 9,	<a href="#"><u>Defining Hillary</u></a>

2016	
February 1, 2016	<a href="#"><u>Hillary Clinton's Health Care Courage</u></a>
January 25, 2016	<a href="#"><u>How We Can Conquer Stress in the Workplace</u></a>
January 6, 2016	<a href="#"><u>Stop Second-Guessing Hillary About Her Marriage</u></a>
December 15, 2015	<a href="#"><u>Time for an Open and Honest Discussion About a Crucially Important Women's Issue: Social Security</u></a>
December 3, 2015	<a href="#"><u>Memo to Ted Cruz: Women Use Contraception Too!</u></a>
October 21, 2015	<a href="#"><u>Why TPP Is a Feminist Issue</u></a>

## Say It Sister!

The blog is a great place for us to cover issues that we don't always have the time 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
October 6, 2015	<a href="#"><u>Why the Attacks on Planned Parenthood Keep Failing</u></a>
October 22, 2015	<a href="#"><u>Why I'm Excited for Hillary</u></a>

November 4, 2015	<a href="#"><u>Words Matter</u></a>
November 18, 2015	<a href="#"><u>Transgender Awareness Week</u></a>
November 20, 2015	<a href="#"><u>“The Hunting Ground” Documentary And How Campus Sexual Assault Has Become Institutionalized</u></a>
December 4, 2015	<a href="#"><u>Domestic Terror Against Healthcare Providers</u></a>
February 11, 2016	<a href="#"><u>Allies in Equality—Him and Her for Each Other</u></a>
February 22, 2016	<a href="#"><u>Education or Criminalization?</u></a>

## Social Media

NOW has a variety of social media platforms but we focus on our most active communities: Twitter and Facebook.

### Twitter

Organization	Twitter Handle	Number of Twitter Followers (as of 03/01/2016)
Planned Parenthood (Action)	@PPact	200,663
EMILY's List	@emilyslist	64,976
<b>National Organization for Women</b>	<b>@NationalNOW</b>	<b>53,643</b>
Feminist Majority Foundation	@FemMajority	52,939

NARAL Pro-Choice America	@NARAL	52,894
National Women's Law Center	@NWLC	37,274
American Association of University Women	@AAUW	30,275
League of Women Voters	@LWV	12,102
Rainbow/PUSH	@RPCoalition	11,447
National Council of Women's Organizations	@NCWO	2,777

## Facebook

Organization	Number of Facebook Likes (as of 03/01/2016)
Planned Parenthood (Action)	780,991
EMILY's List	344,346
NARAL Pro-Choice America	219,602
<b><i>National Organization for Women</i></b>	<b><i>155,910</i></b>
National Women's Law Center	119,784
Feminist Majority Foundation	99,319
League of Women Voters	71,966
American Association of University Women	24,526
Rainbow/PUSH	4,876