

Fundraising Report

Submitted by Chioke Barkari, Fundraising Manager

Donor Cultivation:

Building on our earlier acknowledgment efforts, NOW has also begun a process of providing special acknowledgement outreach for major gifts. This outreach includes phone calls, handwritten notes, and emails. We hope this personal contact from the President will help grow organizational connection and increase donors giving and support of NOW. Additionally, we have refreshed the content of all of our online and print acknowledgement letters to be more donor-centric.

Planned Giving:

Last year, we updated our planned giving webpage and also added a home page slider to help share the benefits and the ease of leaving a legacy gift to know. We plan to continue our efforts of advertising legacy giving including having an ad in our conference program book and an article in a NAS.

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. NOW's Fundraising manager currently has intern support to help begin implementing planned outreach to hopefully begin in March.

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. With increases support from intern, we plan to have this toolkit crafted and distributed this spring.

Website Content:

Again, thanks to support from NOW interns, we have begun projects on broader fundraising work. This includes research and writing updated copy for our website to provide donor with all the information and tools to support NOW and also reiterate why their contribution matters and how it will be used to fight for gender equality.

50th Anniversary Gala and Forward Feminism Conference:

NAC has launched our 50th Anniversary webpage, which includes our finished design theme, can be found at now.org/conference. Full details about our 50th Anniversary involvement opportunities and information updates can be found on this page.

Additionally, NAC has begun outreach for sponsorships, ads/exhibitors, and Gala and Conference attendees through e-blasts and targeted individual outreach. All outreach efforts are still in progress but as of now we have the following:

- Six sponsorships totaling \$10,500. Current sponsors include National Women's Law Center, Center for Community Change, National Coalition Against Domestic Violence, Catholics For Choice, West Pinellas NOW, and Planned Parenthood Action Fund
- Five ad/exhibitors totaling \$1,275 in revenue
- \$6,000 in Gala ticket sales
- \$7,982 in Conference registrations