

Fundraising Report – September 2016

Submitted by Chioke Barkari, Fundraising Manager

Year-end fundraising:

Like most nonprofits, NOW sees a large wave of giving toward year-end. Due to the success of last year's end-of-year fundraising season, we will be employing some of the same strategies this year. This will include call time with major donors to secure a \$50,000 match which we will use as an online fundraising campaign. After securing our \$50,000 goal for the matching gift campaign, Terry will continue to call donors to update them on our current work and urge them to support the NOW Foundation generously with a tax-deductible gift.

Beyond donor calling from the President, we are also mailing two appeals. The first is a fairly standard appeal letter detailing the NOW Foundation's strategy for the upcoming year as well as the crucial need to support our work, including our get out the vote efforts for the monumental election. The latter appeal will be a follow-up holiday card with a short message about our work and how much support is needed. Lastly, our online fundraising will be in full swing at year-end. In addition to our matching gifts campaign, we will also once again participate in Giving Tuesday and will send steady emails during the final days of the year. Nonprofits often see their highest number of gifts on December 31. To provide a more personalized touch to our emails, we will once again segment our emails to have slightly different messages for our different constituencies. For example, donors also receiving direct mail appeals will receive emails that reference content from our appeal so that our messaging is reinforced across different mediums.

Sustainer program:

Support from monthly donors is crucial to nonprofits and NOW is no exception. Presently, we have over 1,000 sustainers; however we would like to increase these numbers, keep monthly donors longer, and upgrade their giving. To accomplish these goals we are implementing:

- Sustainer welcome letters to new sustainers as a special thank you for their generous commitment to NOW
- Annual statements/tax receipts to thank sustainers for their monthly giving
- Promotion of monthly giving online. This will include a sustainer email campaign, articles in News & Action Summary, and spotlights on now.org and social media
- Continued telemarketing efforts to invite new sustainers and upgrade current sustainers

Donor retention:

Retaining donors is critical to NOW's financial health and, additionally, having strong membership numbers adds much-needed clout as we advocate for our core issues. To improve our retention, we are implementing:

- An insert in acknowledgement letters to new members to provide information on how to find their local chapter and get involved with NOW.

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- Renewal calling for first-year members. This will build on our current renewal series with calls taking place just after the mail series wraps for donors getting their first ever renewal from NOW.
- Continued reinstatement mailings for recently lapsed donors, expanding out to 60 months. Additionally, we plan to test a new package with an updates look and/or message to hopefully improve our response rate.

Planned giving:

Legacy giving continues to be an important revenue stream for NOW. In August, we mailed another survey to legacy giving prospects. From our successful results and the advertisement this offers to donors we are planning a summer 2017 legacy giving mailing. Depending on the number of new prospects, we may update our current mailing or test a new package. Beyond mailings, we are exploring other ways to promote legacy giving and will implement:

- A legacy giving insert in annual sustainer statement letters. As sustainers, these donors are loyal and deeply believe in NOW's work which makes them likely to be interested in leaving NOW in their estate plans.
- Like monthly giving, we will use online tools including articles in News & Action Summary, spotlights on now.org, and social media to promote legacy giving.