

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

- Spring 2016: Nairi Azaryan
- Summer 2016: Angela Myers, Emily Kilheeneey

## 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
February 11 - 28, 2016	Paul Ryan Coalition Petition
March 7 - April 18, 2016	Voter empowerment Petition
June 2016 - Dates TBA	Whole Women's Health Petition
June 2016 - Dates TBA	Voting Rights Advancement Act 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
May 23, 2016	<a href="#"><u>The Supreme Court's non-decision decision in Zubik v. Burwell</u></a>
May 20, 2016	<a href="#"><u>Oklahoma's Shameful Criminalization of Abortion Care</u></a>
May 13, 2016	<a href="#"><u>Ensuring Transgender Students' Safety and Dignity</u></a>
April 27, 2016	<a href="#"><u>"Deal Me In"</u></a>
April 8, 2016	<a href="#"><u>The NFL Still Doesn't Get It – NOW Asks NFL to Change Meeting Location</u></a>
March 31, 2015	<a href="#"><u>Donald Trump's Gaffe was Off Message, but Accurate</u></a>
March 16, 2015	<a href="#"><u>Statement by NOW President Terry O'Neill on the Supreme Court Justice Selection</u></a>

**Recent Huffington Post pieces:**

Date	Title
April 25, 2016	<a href="#"><u>Equal Pay for Equal Play, Too</u></a>
March 31, 2016	<a href="#"><u>Hillary Tells Us The Truth</u></a>

March 2, 2016	<a href="#"><u>Today, The Supreme Court Begins A New Chapter In Its History—Will Women Be The Losers?</u></a>
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## 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
April 26, 2016	<a href="#"><u>From Chile to the USA—Recognizing Feminism's Most Intrepid Duo</u></a>
April 13, 2016	<a href="#"><u>Feminism of the Future</u></a>
April 8, 2016	<a href="#"><u>From Dictator's Victim to Democratic Leader—the Story of a Feminist Hero</u></a>
March 30, 2016	<a href="#"><u>Whole Woman's Health v. Hellerstedt: A Rally to Remember</u></a>
March 24, 2016	<a href="#"><u>Zubik v. Burwell: Personal and Religious Beliefs Have No Place in Healthcare</u></a>
March 8, 2016	<a href="#"><u>A Message to My Fellow Voters: Let Us Make Some History of Which to be Proud</u></a>
March 7, 2016	<a href="#"><u>Let's Get Real About Gun Violence and Women</u></a>

# Intern Spotlights

In addition to intern blog posts, we have introduced a new intern project - "Intern Spotlights" where interns can write about why they identify as feminists. This is to provide a personal project interns and work on for self-reflection, as well as contribute to the organization a personal reason why feminism has impacted their lives. This project was started in the Spring semester 2016.

Date	Title
May 13, 2016	<a href="#"><u>Intern Spotlight – Leora</u></a>
May 9, 2016	<a href="#"><u>Intern Spotlight – Tara</u></a>
May 6, 2016	<a href="#"><u>Intern Spotlight – Nairi</u></a>
April 22, 2016	<a href="#"><u>Intern Spotlight – Brittany</u></a>
April 21, 2016	<a href="#"><u>Intern Spotlight – Charlotte</u></a>
April 19, 2016	<a href="#"><u>Intern Spotlight – Hailey</u></a>
April 14, 2016	<a href="#"><u>Intern Spotlight – Josey</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
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		06/07/2016)
Planned Parenthood (Action)	@PPact	208,279
EMILY's List	@emilyslist	68,059
NARAL Pro-Choice America	@NARAL	56,335
<b>National Organization for Women</b>	<b>@NationalNOW</b>	<b>56,216</b>
Feminist Majority Foundation	@FemMajority	55,583
National Women's Law Center	@NWLC	38,554
American Association of University Women	@AAUW	32,760
League of Women Voters	@LWV	12,867
Rainbow/PUSH	@RPCoalition	12,322
National Council of Women's Organizations	@NCWO	2,804

## Facebook

Organization	Number of Facebook Likes (as of 06/07/2016)
Planned Parenthood (Action)	817,631
EMILY's List	348,543
NARAL Pro-Choice America	233,392
National Women's Law Center	423,434
<b>National Organization for Women</b>	<b>164,103</b>
Feminist Majority Foundation	109,041
League of Women Voters	76,684
American Association of University Women	26,317
Rainbow/PUSH	5,214