

Fundraising Report – June 2016

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 summer, the National Action Center saw a great response with a legacy giving survey mailing sent to a select group of prospective legacy donors. Due to the success of this mailing, including number of gifts received and the information gathered of NOW members and donors who expressed interest in leaving NOW or the NOW Foundation in their estate plans, a similar survey will be mailed this summer to an even greater pool of potential legacy donors.

Beyond this direct mail effort other initiatives have been made to strengthen and expand NOW's legacy giving program including updating our planned giving webpage, adding a home page slider, and advertising legacy giving in platforms such as our conference program book and monthly news and action summary e-newsletter.

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 Feminist Action Network members (monthly donors), Visionary Circle members, President's Circle members, and Lifetime members. Engagement will be on-going and across multiple platforms. Some major donor engagement will include special e-newsletters with insider updates and interactive web meetings with NOW leaders. Due to NOW's Fundraising Manager heavily involved in the 50th Anniversary Gala and 2016 Forward Feminism Conference planning, outreach on this engagement was postponed but will begin post NOW's 50th anniversary celebration.

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:

NOW Board Meeting
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NOW's 50th anniversary celebration will take place in June. Information and details about both events, including speakers, honorees, and agenda, can be found at now.org/conference.

NOW's fundraising manager has been heavily involved in raising funds to support the anniversary events. Outreach has included personal emails and e-blasts, direct mail, and phone solicitation. Fundraising is still in process, but current revenue totals are detailed below.

- \$66,250 in sponsorship (36 organization, NOW chapter, and individual sponsors)
- \$6,725 in exhibit sales (17 tables sold + 6 additional included in sponsor packages)
- \$20,800 in individual Gala ticket sales
- \$21,431.66 in Conference registrations

Total: \$115,206.66