

Fundraising Report – February 2017

Submitted by Chioke Barkari, Assistant Director of Development

Year-end fundraising:

Once again, NOW utilized the best practices for our year-end giving season. These strategies included securing a \$50,000 matching gift incentive, personally contacting major donors, and sending targeted and engaging messages at optimal times during the period between giving Tuesday and December 31. Utilizing these best practices and building on the passion and energy that NOW saw immediately post-election, our year-end fundraising was extraordinarily successful. November and December online fundraising brought in over \$600,000 in gifts and NOW's online fundraising for 2016 was over \$1 million.

Beyond online fundraising, NOW also saw great returns on our year-end appeal and especially our post-election follow-up card. The latter had a 3.87% response rate and raised \$206,703 in gifts.

Sustainer program:

As reported previously, NOW is making a major effort to increase and retain monthly donors. Last fall and winter, several NOW board and staff members made thank you calls to monthly donors to thank them for their monthly giving to NOW. This small gesture has been shown to have a large impact on donor retention, which is essential for our financial health.

To recruit monthly donors we:

- Continue to promote monthly giving online and are creating a homepage slider to draw people directly to our monthly giving page
- Created new and better-optimized online donation pages with easier functionality and a sleek look. These pages have an easy monthly giving invite and our new style will be our template for all our donation pages moving forward
- Created an easier sustainer invite for all our direct mail reply devices
- Utilize our telemarketing vendor to make sustainer invite and upgrade calls to donors. Because of the great returns from this campaign so far we have extended calling to hopefully increase our sustainer numbers even more.
- Launched an online sustainer campaign called NOW's Fight Back Challenge in January. We set an optimistic goal of 200 new sustainers. Currently, the campaign has secured over 300 new monthly donors and counting.

2017 Forward Feminism Conference:

NOW's 2017 Conference will take place in June and details are now available online at now.org/conference. Much of the same outreach strategy and opportunities as last year will be utilized once again. Fundraising opportunities include exhibiting at the hotel, advertising in the program book, and sponsoring the conference. We have tweaked the

packages of our 2017 Conference to the packages below. Our outreach will include reaching out to past participants, exploring new prospects, emailing our support base with involvement opportunities, and utilizing our local organizing team.

2017 Sponsorship Opportunities

\$10,000 Benefactor

Acknowledgement in Conference program book ♦ Ten complimentary Conference registrations ♦ Full--page ad in Conference book ♦ Onscreen logo at opening and closing Conference plenaries ♦ One Conference exhibit table ♦ Inclusion of informational material in Conference attendee folders ♦ Exposure on NOW's online media

\$5,000 Patron

Acknowledgement in Conference program book ♦ Eight complimentary conference registrations ♦ Half--page ad in Conference program book ♦ Onscreen logo at opening and closing Conference plenaries ♦ One Conference exhibit table ♦ Inclusion of informational material in Conference attendee folders ♦ Exposure on NOW's online media

\$2,500 Collaborator

Acknowledgement in Conference program book ♦ Six complimentary Conference registrations ♦ Quarter--page ad in Conference book ♦ Inclusion of informational material in Conference attendee folders ♦ Exposure on NOW's online media

\$1,000 Supporter

Acknowledgement in Conference program book ♦ Four complimentary Conference registrations ♦ Recognition on NOW's website

\$500 Friend

Two complimentary Conference registrations ♦ Recognition on NOW's website

Membership & Development Team:

In November 2016, NOW hired Vicki Linton as NOW's Membership & Development Specialist. In her role, Vicki will be heavily involved with maintaining NOW's membership and donor database and work directly with members and donors to field requests and answer questions about their giving. Chioke and Vicki have been working closely with Doris Steppe to train Vicki on NOW's database and work to improve processes as we prepare for Doris' retirement in March.