

National NOW Chapters Report

To: NOW National Board

From: Elissa Blattman, Chapter Services Specialist

Date: September 29, 2017

Board Meeting: October 14-15, 2017

Chapter Services Staffing Changes

Mackenzie Mazon is NOW's Development and Operations Intern for the fall semester. She splits her time between the chapters and development departments. In her chapter work, she maintains direct communication with our high school and college Campus Action Networks (CANs), as a peer contact. She will be updating the CAN Manual and other CAN materials for the website. She also frequently works with our database, crafting reports on donors and sorting survey information for development.

Mackenzie is currently a sophomore at Pepperdine University, studying at their Washington, DC, campus. She is majoring in Business Administration, and minoring in Nonprofit Management and Marketing. With this internship at NOW, she is hoping to obtain more knowledge of nonprofits and how they run, as well as feminism in general. When she graduates, she hopes to have a career in the nonprofit sector, helping others.

Annual Reports

Chapters submitted 75 annual reports for 2015. Chapters have submitted 87 annual reports for 2016, as of September 2017. 2016 annual reports are due December 31, 2017. Part of the increase in annual report submissions is due to Elissa's ongoing communication with chapters, and her asking chapters that reach out to National to submit their annual reports if they have not done so already.

Some of the comments and suggestions provided to National in the annual report submissions include:

- National should provide chapters with NOW swag (buttons, stickers, brochures, rounds, etc.), or make such items available for purchase on the NOW Rounds Store
- National should provide chapters with ideas for actions they can take in their local communities
- National should provide materials that chapters can present at their meetings

Some of the efforts/actions chapters completed in 2016, based on annual report submissions, include:

- Hosted film or play screenings
- Hosted or participated in walk/runs to raise awareness about particular issues
- Counter protested anti-choicers
- Tabled at events
- Sponsored or co-sponsored various events relating to our six core issues

Active Chapters

For purposes of this report, chapters are considered **active** if they have at least 2 chapter officers and a valid address on file with National. Chapters are considered **dormant** if they have fewer than 2 chapter officers and/or no valid address on file with National.

State Chapters

There are 36 **active state chapters**:

- **Pacific:** Alaska, California, Oregon, Washington
- **Western:** Arizona, Montana, Nevada, New Mexico, Texas, Wyoming
- **Heartland:** Iowa, Illinois, Michigan, Minnesota, Missouri, South Dakota, Wisconsin
- **Southern:** Arkansas, Florida, Georgia, Louisiana, Tennessee
- **Eastern:** Washington D.C., Indiana, Kentucky, Maryland, North Carolina, Ohio, Virginia, West Virginia
- **Northern:** Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island

Dormant state chapters in need of revival are:

- **Pacific:** Hawaii
- **Western:** Colorado, Idaho, Oklahoma, Utah
- **Heartland:** Kansas, Nebraska, North Dakota
- **Southern:** Alabama, Mississippi, South Carolina
- **Eastern:** Delaware
- **Northern:** Connecticut, Maine, Vermont

Georgia, Nevada, and New Hampshire have become active on the state level again since the last chapters board report.

New Chapter Interest Forms

There has been a significant increase in New Chapter Interest Forms since 2015. NOW received 32 New Chapter Interest Forms in 2015, 64 in 2016, and 96 so far in 2017 (through September). Most of the influx of New Chapter Interest Forms has been received since the November 2016 election. During most months in 2016, we received 1-3 New Chapter Interest Forms per month. We have received 136 New Chapter Interest Forms since November.

New chapter interest forms per month:

- January – October 2016: 24
- November – December 2016: 40
- January 2017: 28
- February 2017: 11
- March 2017: 10
- April 2017: 13
- May 2017: 7
- June 2017: 5

- July 2017: 6
- August 2017: 10
- September 2017: 6

Convening Chapters

When a chapter becomes a Convening Chapter, it means that 3 NOW members are listed on the Convenor Authorization Form, the form was signed by the convenor and state president, the form was submitted to National, and the chapter was created as a convening chapter in the database. There were a total of 9 convening chapters in 2016. There have been 29 convening chapters so far in 2017 (through September).

- January – October 2016: 4
- November – December 2016: 5
- January 2017: 4
- February 2017: 10
- March 2017: 5
- April 2017: 1
- May 2017: 4
- June 2017: 3
- July 2017: 1
- August 2017: 1
- September 2017: 0

Elissa is currently working on reactivating 2 chapters in Maryland and 1 in Nebraska.

High School and College Campus Action Networks (CANs)

There has been a steady increase in new CANs over the past few months. We had 11 new CANs in 2016. We have had 15 new CANs so far in 2017. Most of our new CANs in 2017 have been established in the second half of this year.

- January 2017: 0
- February 2017: 0
- March 2017: 0
- April 2017: 2
- May 2017: 1
- June 2017: 3
- July 2017: 3
- August 2017: 3
- September 2017: 3

Rebate Eligibility

To be eligible for rebates, chapters must have:

- At least 2 chapter officers with current memberships
- A valid address on file
- Submitted a current annual report or at least 2 consecutive annual reports in the last 3 years
- Cashed their last rebate check

As of September 2017, 156 of 208 active chapters were eligible to receive rebates – about 75%.

NOW Rounds/Signs

Over the spring and summer, we updated our NOW rounds order processing to cut back on National's overall cost for these items. We switched to using USPS as our main shipping provider, as they are more cost effective than the methods by which we were shipping orders previously. We increased the price of each of our rounds and signs by \$1 per item, so NOW rounds now cost \$8 and signs cost \$6. We also added the small 12"x12" signs we gave away at the Women's March to the NOW Rounds Store late summer. These items are sold in bundles of 20 for \$20, and National's cost of both printing and shipping those items was built into price we charge. We have shipped out 45 orders for NOW rounds and signs since all of these changes began to be implemented back in the spring. We have had a total net loss of \$87.35 during that time. National does lose money on nearly every order, with the exception of orders for the 12"x12" signs only, or orders that contain a large quantity of rounds.

Collaboration with National Action Program

Elissa has been collaborating with Tyler Goodridge and Rachel Motley on a couple of National Action Program actions involving our chapters.

Women's Equality Day: The National Action Program encouraged chapters to participate in the Visions for Equality Campaign and share with National their actions for Women's Equality Day on August 26. The purpose was to start a conversation about the ERA. Elissa was the point person for communicating with chapters to find out what actions or events they hosted for the day. This information was compiled into a *Women's Equality Day 2017: A Recap Of Our Grassroots Action!* post on the Visions for Equality blog.

March for Black Women: Elissa collaborated with the National Action Program and Emily Imhoff in behind-the-scenes planning for the March for Black Women on September 30. Preparations included hosting a conference call for interested chapter leaders to learn more about the March and how their chapters could participate, whether in Washington, DC, or at a sister march in another city.

FYI NOW

The FYI NOW is the communication vehicle sent by email several times a month to NOW leaders – those who hold office at any level in NOW. The FYI NOW contains updates from Government Relations, the NOW PAC, our allies and coalitions, and Chapter Services. Elissa contributes the information regarding Chapter Services. The FYI NOW includes items, such as issue advisories, legislation updates, actions,

litigation updates, and chapter information and reminders. The following FYI NOWs listed below, which addressed Chapter Services, were sent since our last meeting in June.

In addition to contributing to the FYI NOWs, Elissa also contributes to the Grassroots Spotlight in the News and Action Summary emails that are sent once a month.

- **July 19**
 - New Chapters Resolution
 - August 26 – Women’s Equality Day
 - Task Forces
 - Reminder for Chapters – Annual Reports and Rebate Eligibility
 - Chapter Spotlight
- **August 17**
 - New National NOW Officers Begin Work
 - NOW President Condemns White Supremacist Violence
 - Women’s Equality Day Events Planned - What Is Your chapter Doing?
 - New Items Available in the NOW Rounds Store
 - Sharing NOW Petitions
 - Chapter Highlights
 - ACA Amazingly Survives Repeated Efforts to Repeal - But It’s Not All Over
 - August Anniversaries for Social Security, Medicare and Medicaid - Vital Programs Are Under Attack
- **August 24**
 - President Toni Van Pelt to Ring NASDAQ Bell for Women’s Equality
 - Chapter Affiliation Information Back on Website
 - Chapter Highlights
 - Suggested Grassroots Response to Charlottesville Violence
- **September 12**
 - National Board Meeting - Oct. 14-15
 - Emergency Abortion Care
 - Chapter Highlights
 - Support Women-Owned Businesses - Send Comment by Sept. 14
- **September 27**
 - National Board Meeting - Oct. 14-15
 - March for Black Women - Sept. 30
 - Love Your Body Day - Discounted Film License for Chapter Screenings
 - Chapter Highlights
 - NOW Activists Helped Defeat Graham-Cassidy ACA Repeal Bill
 - Department of Education Withdraws 2011 Guidance on Sexual Assault - We Protest
 - NOW Submits Comment in Support of Maintaining Overtime Rule
 - Remarkable Film About ME/CFS May Be Coming to a Theater Near You

Chapter Highlights in recent FYI NOWs

Elissa encourages chapters to send us information so they can be included in the Chapter Highlights section of the FYI NOWs. Here are some examples:

- **Montgomery County NOW (MD)** started a new weekly podcast called 52 Women. Each week they discuss chapter news, local and national news, and a woman of the week in a conversational style. You can listen to the podcast on [iTunes](#) or on [Montgomery County NOW's website](#).
- **MSP NOW (MN)** hosted "Run Like a Girl," a 5K to raise money for WomenWinning, a Minnesota organization that trains, educates, supports, and elects pro-choice women to offices at every level of government. The run/walk took place on October 7 in Saint Paul. You can learn more about the event on [MSP NOW's website](#).
- **Santa Fe NOW (NM)** started a new fundraising effort called [NOISE FOR NOW](#). NOISE FOR NOW is a national initiative that enables musicians and performers to connect with, and financially support, grassroots organizations that are dedicated to empowering women, and protecting women's health and abortion rights. Their first benefit concert, held on September 9, was sold out.
- **Madison NOW (WI)** has been working hard to protect DREAMers. They covered shifts at the Defend DACA Phone Bank in Madison, and over a six day period they had 48 volunteers helping to make 1,193 phone calls.
- **Florida State University CAN (FL)** recently hosted their third general meeting with over 100 students in attendance. In the past month, FSU NOW has hosted several hurricane relief fundraisers, collecting items, such as clothing, toiletries, feminine products, and monetary donations for those impacted by Hurricanes Harvey and Irma. The CAN also hosted their own March for Racial Justice in Tallahassee on September 30th at the Florida State Capitol.