

Communications Report

To: National NOW Board Members

From: Rui Mulligan and M.E. Ficarra

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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 messaging.

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 and general media 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. In adherence to industry best practices, we believe that it is time for NOW.org to undergo a significant upgrade, though we have not yet set a timeline for this process.

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:

- Summer 2017: Naomi Puzzello

Digital Advocacy

Our goal is for digital advocacy to be well integrated with the National Action Program. Petitions and "contact your legislator" actions are developed by the action team in response to breaking legislation, and increased staff resources on the action team have allowed us to increase our capacity for rapid response to breaking news. Fundraising emails incorporate action program messaging to create a cohesive narrative arc. We use the website, email program, and social media to inspire supporters to take action.

Recent Online Actions and Appeals:

Dates	Subject/Topic
June 2 - August 3	Oppose ACA repeal
June 27 - August 1	New president of NOW
August 7 - 11	Democratic party should not support anti-choice candidates
August 23	ERA (Women's Equality Day)
September 5 - September 27	Donate to NOW, get Ms. Magazine
September 7	Trump's ban on transgender people in the military
September 26	Joint action with Off the Sidelines

Media

Working closely with Scott Circle, NOW cultivates earned media opportunities from both traditional news outlets and smaller feminist publications. Active participation in the conversation around current feminist events is critical to extending NOW's reach and showcasing our brand. In addition to this reactive press coverage, we are currently working to expand our capacity to pitch reporters proactively.

We are transitioning from HuffPost to Medium as our go-to platform to publish op-eds. We believe this will increase our visibility, and allow our posts to achieve a wider reach. In the previous administration, we also developed relationships with US News and World Report and Bustle; we plan to continue to cultivate those relationships to gain maximum exposure for op-eds authored by Toni.

Key Press Clips:

[5 Things to Be Thankful for on Women's Equality Day](#)

Toni Van Pelt, president of the National Organization for Women:

"This Women's Equality Day—and every day—I am grateful for grassroots activists across the country. Feminists working in their communities have been at the heart of every major victory women have achieved: sending women of color to Congress, securing marriage equality, defeating this summer's monstrous health care bill, and so

much more. Knocking on doors and calling members of Congress isn't glamorous, but it drives real, meaningful change for women. Whether they have been working hard for decades or were called to action after the 2016 election, these women know the future is female. I am humbled every day by their fierce dedication."
(SELF, August 26, 2017)

[NOW president: Persist, Resist, Unite](#)

Van Pelt calls the current climate for women "an outrage."

"First and foremost we have got to pass the Equal Rights Amendment. That is our offense and our defense. We have got to have women's rights written into the Constitution," she said. (Community Word, September 1, 2017)

What Do Women Want (at Work)?

It's very important that when a woman speaks up at work, "the people around them lift up what she says," Toni Van Pelt, president of the National Organization for Women, told Bloomberg BNA Sept. 14. Managers can help by "calling out" behavior in meetings in which a man talks over a woman, or a woman makes a point that goes unacknowledged until a man repeats it a few minutes later as if it's his own idea, she said. (Bloomberg BNA, September 15, 2017)

The [Associated Press article](#) announcing the election of Toni Van Pelt and Gilda Yazzie was reprinted in the New York Times, Washington Post, Seattle Times, Sacramento Bee, Houston Chronicle, San Francisco Chronicle, and 15+ other outlets.

Other news outlets covering NOW between July 2017 and September 2017:

Print/Online: Healthline, Washington Post, Women's eNews

Broadcast/Multimedia: NPR (Illinois), WMBD (Illinois), WPFW-FM (DC)

Recent Press Releases:

Sent	Subject/Topic
June 20, 2017	Jon Ossoff Made A Great Start—Now It's Up To Us To Finish The Race
July 1, 2017	Toni Van Pelt Elected New President of National Organization for Women (NOW)
July 25, 2017	Voters Won't Forget Who Took Away Their Care

July 28, 2017	<u>While You Were Sleeping: Senate Narrowly Defeats Repeal of Obamacare</u>
July 31, 2017	<u>Pay Equity Must Include Racial Justice</u>
August 3, 2017	<u>Urgent Message to Democratic Leaders: You Can't Have Economic Justice Without Reproductive Justice</u>
August 10, 2017	<u>Google Puts Corporate Interests Over Women's Safety</u>
August 12, 2017	<u>Charlottesville White Supremacists Are On the Wrong Side of History</u>
August 16, 2017	<u>NOW Applauds Oregon Gov. Kate Brown for Signing Groundbreaking Reproductive Rights Legislation</u>
September 5, 2017	<u>Ending DACA Will Stoke Fear — and Harm Women</u>
September 7, 2017	<u>Trump Administration Protects the Privileged, Shuns Survivors</u>
September 11, 2017	<u>NOW Proudly Endorses the Black Women's March and March for Racial Justice</u>
September 16, 2017	<u>NOW Stands by Jemele Hill: Donald Trump is a White Supremacist</u>
September 18, 2017	<u>50 Years of Organizing for Change</u>
September 21, 2017	<u>Trump's Adolescent Bullying Behavior Demears All Women</u>
September 26, 2017	<u>NOW Celebrates Defeat of Yet Another Disastrous Health Care Bill</u>

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 09/28/2017)
Planned Parenthood (Action)	@PPact	442,223
NARAL Pro-Choice America	@NARAL	144,695
EMILY's List	@emilyslist	118,112
National Organization for Women	@NationalNOW	87,609
Feminist Majority Foundation	@FemMajority	82,288
National Women's Law Center	@NWLC	56,542
American Association of University Women	@AAUW	43,730
League of Women Voters	@LWV	20,916
Rainbow/PUSH	@RPCoalition	19,036
National Council of Women's Organizations	@NCWO	2,964

Facebook

Organization	Number of Facebook Likes (as of 06/13/2017)
Planned Parenthood (Action)	1,132,269

National Women's Law Center	470,557
EMILY's List	425,254
NARAL Pro-Choice America	409,053
<i>National Organization for Women</i>	192,287
Feminist Majority Foundation	114,429
League of Women Voters	100,450
AAUW American Association of University Women	33,804
Rainbow/PUSH	7,272

Website Upgrade

As of now, website upgrades have been put on hold until further notice.

The goal of the eventual upgrade is to ensure that the website represents NOW's commitment to intersectional feminist grassroots organizing. New content will be forward-thinking, reflecting the updates to NOW made during the 2015 modernization. Content that is no longer timely will be removed.