

Development Report – September 2017

Submitted by Chioke Barkari, Assistant Director of Development

Direct mail

Direct mail remains a crucial revenue generator. The election bump from previous and new donors remained at high levels at the beginning of the year. At present, we are seeing calmer returns. YTD our direct mail program has grossed nearly \$1.7 million.

Digital fundraising

Similar to direct mail, digital fundraising had a steep increase post-election and in the first quarter. Levels have since gone down however the monthly revenue and number of gifts is still significantly improved over last year. From January through September, we have raised \$730,000 online in 2017, compared to \$386,000 raised in 2016 during the same time period. With year-end fundraising around the corner and an extensive fundraising plan, we are expecting a strong finish to the year.

Year-end fundraising:

Like most nonprofits, NOW sees a large wave of giving toward year-end. Like previous years, we will employ some of the same successful strategies. This will include call time with major donors to secure a \$50,000 match which we will use for an online fundraising campaign. After securing our \$50,000 goal for the matching gift campaign, Toni will continue to call donors to update them on our current work and urge them to support the NOW Foundation generously with a tax-deductible gift.

Beyond donor calling from the President, we are also mailing two appeals. The first is a fairly standard appeal letter detailing the NOW Foundation's strategy for the upcoming year as well as the crucial need to support our work. The latter appeal will be a follow-up holiday card with a short message about our work and how much support is needed.

Lastly, our digital fundraising will be in full swing at year-end. In addition to our matching gifts campaign, we will also once again participate in Giving Tuesday and will send steady emails during the final days of the year. Nonprofits often see their highest number of gifts on December 31. To provide a more personalized touch to our emails, we will once again segment our emails to have slightly different messages for our different constituencies. For example, donors also receiving direct mail appeals will receive emails that reference content from our appeal so that our messaging is reinforced across different mediums.

Sustainer maintenance:

Thanks to a very successful sustainer campaign in early 2017, NOW has a very robust monthly donor program. To help retain these donors, we've recently established an account updater to reduce lapse donors. Additionally, we've created a contact plan and materials to outreach via phone, email, and mail to donors whose monthly giving stops to ask them to renew.

Monthly gifts are crucial and allow us to utilize limited resources and plan our budgets

better. So, improving monthly donor retention has a huge impact on our grassroots organizing and effectiveness.

Planned Giving Survey:

For the third time, NAC engaged potential legacy donors with a planned giving survey mailer. We are now contacting donors who expressed interest in leaving NOW or the NOW Foundation in their estate plans. Additionally, donors completed a survey providing personal information, the social issues they are most passionate about, their philanthropic priorities and process, and considerations for leaving NOW or the NOW Foundation in their estate plans. We'll review the survey responses and analyze donor trends based on the results.