



## **Board Report, NOW, Inc.**

Kim Sontag-Mulder, Online Digital Consultant

July 5, 2018, San Jose, California

### **Role Online Digital Consultant (May 24, 2018 - Current)**

- Generate and implement email blasts to membership, press, etc
- Day-to-day responsibility for updating website

### **Duties & Responsibilities**

#### **NOW General Workflow**

##### *Fundraising/Appeals*

- **Appeals:** These emails are focused on fundraising. They ask the supporter to donate based on our work on an issue. These emails are written and produced by and with our Communications Department and DonorDigital.
- DonorDigital / Spring Match Campaign - Eleven emails in all have been created and launched

##### *Press Statement/Releases*

- These on average have a very quick turn around (within hours)

##### *Monthly NAS (What's Happening at NOW)*

- **News and Action Summary:** This is a newsletter that we send out once a month. It includes information on our issues, actions our supporters can take, a grassroots spotlight, how to donate, our press coverage, recent blog posts, and NOW Read This. These emails are written and produced by the Communications Department.
- June NAS is launched and July is in the works

##### *National Speak Truth to Power Conference*

- **Conference:** These are emails with information about the conference including registration, workshop proposals, selected workshops, speakers, resolutions, and logistics. These emails are written and produced by the Communications Department.
- Email pushes emails to encourage and ramp registration

- Website updates to any and all aspects of the conference; keeping it as up to date as possible

#### *General Website Update*

- General clean up and uniformity of all pages

#### *GDPR Compliance*

- Updating our website and email protocol around EU end users

### **My Background**

My degrees are in Technical and Scientific Illustration and Paralegalism. My professional background comes from the corporate sector with 15 years at att as a Network Engineer & Sr Implementation Manager for Web Hosting. I moved into non-profits in 2010, working for Mama's Kitchen, an organization that delivers daily meals to individuals with AIDS, HIV and/or cancer. This may have been the most satisfying job I've ever held until now.

For the past five years I have run my own small business called MethodWorks. I manage small businesses social media. I use a platform that was created here in the US to support my client base and I work in 4 social media platforms. This is a world of constant movement and change and it is very exciting to help others promote themselves. I am also an entrepreneur with two additional business. One is in the R&D phase and the other is in the market research phase.

I originally joined NOW in 1984/85 right out of college. As it does, life took over, and my true and dedicated activism didn't really take hold until early 2000. My feet got soaked working for an attorney in San Diego that did pro-bono work for Planned Parenthood as a Paralegal and I have been a patient escort for way to many years.

I am the current President of the San Diego Area Chapter of NOW, which I reconvened in 2014 after being defuncted for almost 3 years. We are currently a strong and active chapter of almost 500 members. Currently I sit on the Executive Board for California NOW and on the CA PAC board representing San Diego. I am working toward a seat on the Commission for Women and Girls in San Diego.

It is with great pride and enthusiasm that I approach working with NOW each and every day. It truly is my most satisfying job ever!