



Adoption of Meeting Minutes

3



National NOW Board Meeting July 5, 2018

San Jose, California

1



Board Member District Report on Grassroots Engagement, Activities & Implementation of 2017 National Action Campaigns (3 minutes each)

4



Adoption of Agenda

2



Supreme Court Action



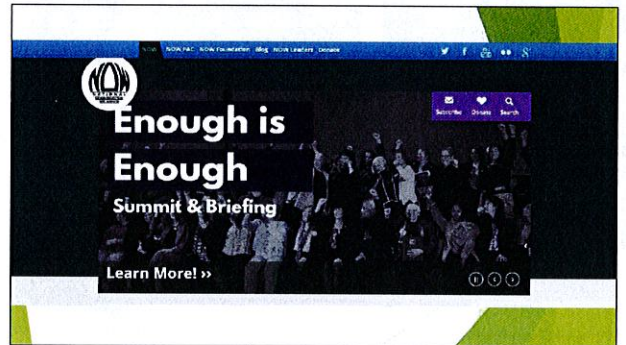
At the one year anniversary of the Women's March on Washington as Speakers. Above with Sen. Kirsten Gillibrand. With Ellie and Rep. Debbie Wasserman Schultz

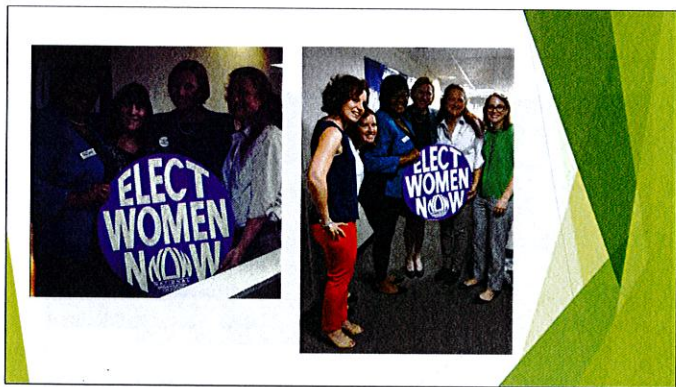
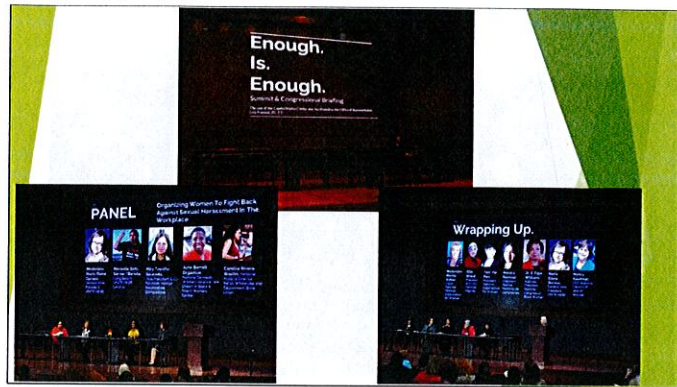


11

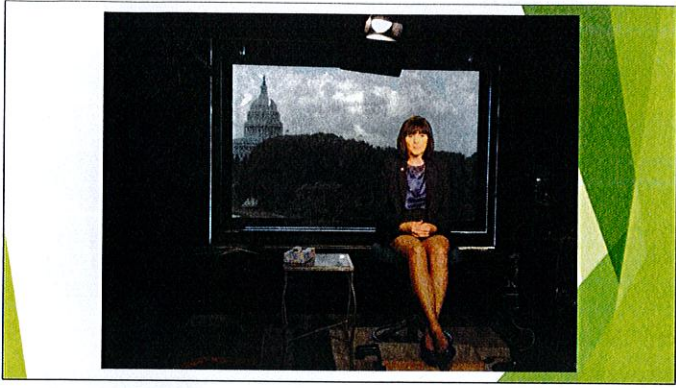


Summit Press conference in Rep. Carolyn Maloney's Office with Carol Moody of the Legal Momentum, Carol Robles Roman, Maria Lena of United Here, Monica Ramirez of Alizanzia





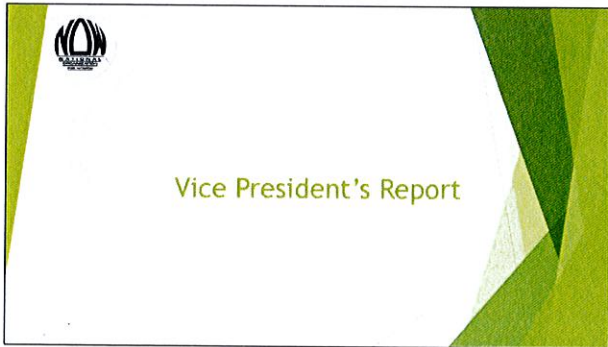
Morgantown NOW (West Virginia) came to visit the office with several feminist candidates, including Kendra Fershee, a candidate for Congress, who will be attending our conference.




Getting ready to speak at MSNBC Ari show 11am June on Supreme Court nomination



Standing strong with intrepid interns, white arm bands single we are willing to be arrested for immigrant families




Press conference with Congressional Hispanic Caucus, pictured with Ellie and Rep. Gutierrez, with Auden Seigel and Rep. John Lewis, and with Rep. Judy Chuat the Capital Triangle




NOW, Inc. and NOW Foundation

**Proposed Budgets
2018**



Recess for Lunch
until 1:50 PM

21



NOW, Inc. vs. NOW Foundation

- Two main ways to give to NOW:
 - Give to NOW, Inc., a 501(c)(4) organization.
 - Gifts are not tax deductible
 - Donors automatically become members
 - Legislative advocacy and political engagement
 - Give to NOW Foundation, a 501(c)(3).
 - Gifts are tax Deductible
 - No memberships
 - No legislative advocacy, no electioneering



Call to order,
NOW Inc, Foundation & Financial
Report, Budget Approval
Vote

22



Combined Budget: 2018 versus 2017, 2016 & 2015

2014 Combined Actual:	\$3,645,800
2015 Combined Actual:	\$3,554,400
2016 Combined Actual:	\$4,318,335
2016 Combined budget:	\$3,615,000
2017 Combined budget:	\$3,664,500
2018 Combined budget:	\$4,200,000



Separate budgets & combined budgets, explained

- One goal: women's rights!
- Foundation donations are used for awareness campaigns, litigation, other non-political work
- Inc. donations are used for legislative & political advocacy



Combined 2018 Budget: Revenue & Expenses

Combined Revenue:	\$4,200,000
Combined Expenses:	<u>(\$4,474,300)</u>
Net Surplus / (deficit):	(\$ 274,300)



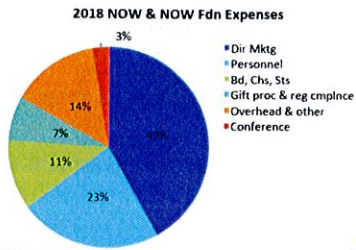
NOW Inc & NOW Fdn 2018 Combined Budget Overview

- Combined budget \$4.2 million
- Increasing membership base
- Revitalized chapters
- Maintaining National Action staff
- Lifting up grassroots activism

We have brought our chapter rebates back up to one month behind as a goal almost realized, we have invested in a new way for chapter to be self sufficient. We have instituted the online chapter portal. Chapter leaders are now able to go online and run a chapter member listing which will show them what members are active, inactive and their expiration date. They can run a state or local transaction report up to 5 years back. In the upcoming new release they'll be able to update their profile, add their own office information, update their chapter address and the url of their chapter website. Coming chapters will be able to view the status of their rebate eligibility criteria. The cost is \$400 per month for 24 months, for a total cost of \$9,600. No cost thereafter. Toni--Talk about working in states for lifting up grassroots activism, funding new chapters. sending swag. offering speeches, doing robocalls. Making phone calls to chapters, monitoring press release, looping them in on coalition work.



Combined 2018 Budget Expenses



1. Increasing the membership base
 - a. Mal Warwick is expensive but does result in a \$225,600 income boost beyond building and maintaining our membership roster (renewals, reinstatements).
 - b. We see a membership/donation boost when Toni is on national media



Combined 2018 Budget: Revenue

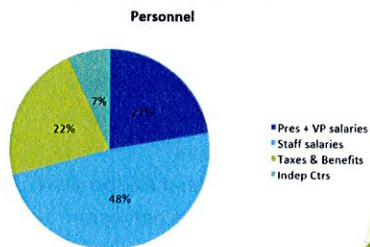
Direct mail	\$ 3,515,500
Major gifts	\$ 410,000
Bequests	\$ 159,000
Conference	\$ 47,500
Sales, other	\$ 68,000
Total	\$ 4,200,000

Direct mail in pp= Inc. Member dues ttl, special appeals, sustainers + Fdn Special appeals

Sales, other= commissions, list rentals, office space rentals, speaking fees



Combined 2018 Budget Personnel Detail



Combined 2018 Budget: Expenses

Direct mail	\$ 1,869,400
Personnel	\$ 1,369,400
Nat'l Bd, Chpts, States, Rbts,	\$ 380,000
Donat Proc-Reg Compliance	\$ 378,400
Conference	\$ 117,000
Overhead & Other	\$ 360,100
Total	\$ 4,474,300



NOW Foundation 2018

Budget:

Revenue

Direct marketing	\$ 390,500
Major gifts	\$ 160,000
Bequests	\$ 89,000
Conference	\$ <u>10,000</u>
Total	\$ 649,500



NOW Foundation – 2018 Budget Overview

- Fdn Revenue: \$ 649,500
- Fdn Expenses (\$765,300)
- Net (before Inc. gift) (\$115,800)
- Gift from Inc. \$115,00
- Net surplus (deficit) \$ 0



Foundation: Major Gifts Goals

2016 FDN Budget:

- Major gifts – \$85,000
- Bequests - \$85,000

2017 FDN Budget:

- Major gifts – \$150,000 (new online effort)
- Bequests - \$45,000

2018 FDN Budget

- Major Gifts - \$160,00
- Bequests – 89,000



NOW, Inc. gift to Foundation

- If Foundation receives an unexpected windfall – e.g., a large bequest, no need for gift from Inc.
- Inc. will donate just enough to ensure Foundation does not have a deficit for the year – this is more important for 501(c)(3) organizations than for 501(c)(4)s
- Inc. is permitted to donate to Foundation, but not vice-versa



NOW Inc. 2018 Budget Expenses

- **Membership Recruitment and Retention:** Larger investment in recruitment, and continued investment in cultivation – new member packet, planned giving, thank-you letters.
- **Strategic Action Campaign:** Material, pres state meeting, new chapter seed money, 2 month chapter rebate, state grants, grassroots organizing, intern development
- **Political Development:** Inc covers most of the political director's salary + benefit
- **Board Meetings:** Spring webinar; Summer in-person; Fall in-person



NOW, Inc. 2018 Budget Overview

- Inc. Revenue: \$3,550,500
- Inc. Expenses: (\$3,709,000)
- Net (before gift to Fdn): (\$158,500)
- Gift to Fdn: (\$115,800)
- Net surplus (deficit) (\$274,300)



NOW, Inc. investment in membership recruitment

- 2014 investment: \$ 240,000
- 2015 investment: \$ 150,000
- 2016 investment: \$ 175,000
- 2017 investment: \$ 205,000
- 2018 investment \$ 273,000



NOW, Inc. 2018 Budget Revenue

Direct mail	\$ 3,125,000
Major gifts & Bequests	\$ 320,000
Conference	\$ 37,500
Sales, Transom, Other	<u>\$ 68,000</u>
Total	\$ 3,550,500



Recess for Foundation convening
NOW Foundation Board Meeting
Convene and Roll Call
Adoption of Agenda
Approval of Minutes
Public Policy
4:00 PM Adjourn



Payroll & Overhead Expense Allocation

- 2015:
 - Inc. = 62%
 - Fdn. = 38%
- 2016:
 - Inc. = 64%
 - Fdn. = 36%
- 2017:
 - Inc. = 66%
 - Fdn. = 34%
- 2018:
 - Inc. 67%
 - Fdn 33%

43



Reconvene INC Meeting
Combatting Racism Committee
Report



Chapters Report
Membership and Development Report
Government Relations Report & VAWA
Reauthorization
Political Report

44

42



Other Committee Reports

47



Structure & Process Committee
Report-Bylaws change proposals

45



Executive Session is called to order

48



Immigration Committee Report

46