



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

Kim Sontag-Mulder

Digital Media Associate

September 20, 2018

### **Role of the Digital Media Associate**

- Consultant from May 24, 2018, hired as staff on September 1, 2018
- Implement and launch email blasts about NOW news and actions - Salsa
- Implement and launch Press Statements & Press Releases - Salsa
  - Implement on website at same time - WordPress
- Day-to-day responsibility for updating National NOW website - WordPress
  - Post blog entries
  - Update visuals, homepage sliders, etc.
  - Add new content
- Updates to NOW PAC website - WordPress
- Collaborate with MalWarwick DonorDigital on our online fundraising campaigns

### **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.
- Work closely with DonorDigital on PAC Appeals

#### *Press Statement/Releases*

- These, on average, have a very quick turn around and are posted on the NOW website

#### *Action Alerts and FYI NOW*

- Updates sent to NOW leaders and targeted activists with regard to issues NOW feels that need chapter action taken

### *NOW In Action*

- Newly reconstructed newsletter about NOW's current actions, actions that NOW is taking and highlights of chapters.

### *GDPR Compliance*

- Link "opt-in" to view our Policies and how we collect information and use it. The link also takes user to both NOW Policies and use of Cookies. It is purposefully manual to not see it anymore. The IP address used is how we can track who has seen what.
- To sign up for our email list there is an "opt-in" especially if you are in the EU.
- Completed