

Membership Report – July 2019

Submitted by Priscilla Aidoo, Membership Specialist

NOW Membership as of July 1, 2019:

NOW membership has grown in the past few years, with annual membership numbers as follows:

Annual average membership count			
2016	2017	2018	2019
66,918	94,171	99,624	91,356

As of the end of June 2019, the average membership count is 91,356. Between July 2018 and July 2019, the total number of new members is **24,915**.

Our direct marketing firm, Mal Warwick Associates, is working with us to analyze and improve our member retention numbers. To that end, we have increased our cultivation efforts, surveying our members periodically to learn their priorities, and improving the way we acknowledge and thank members for their support. Additionally, we are working to maximize the effectiveness of our databases, Salsa and Winfunds, to streamline our data accumulation and query search process.

As of July 1, 2019, NOW had **1,412** lifetime members.

Membership Recruitment:

The Membership department has been tracking data to ascertain the breakdown of membership recruitment via the National Action Center's direct mail campaigns and through chapters' and state organizations' direct recruitment. The following chart shows the cumulative breakdown for the last three, complete financial years (36 months from January 2016 through December 2018):

	Number of members	Total Revenue	Average Membership Gift
Chapter Joins	4,584	\$66,575	\$14
National Joins	71,596	\$1,749,390	\$24
Unknown Joins	12,113	\$429,984	\$36

Please note that these numbers only show new members, renewing members are not included in this count because National processes most, if not, all renewals.

For Unknown Joins, it's unclear if these members were solicited by local chapters or state organizations, or if their membership to NOW is a result of sustained media appearances and interest in the organization. The membership department is researching how to better track these unknown joins to determine how these new members are joining NOW.

Development Report – July 2019

Submitted by Catherine Lampi, Development Manager

New Development Manager

Hello! My name is Catherine Lampi and I am the new Development Manager at NOW. Originally from Tampa, FL., I bring six years of domestic and international development and project management experience to the role.

Prior to joining NOW I worked as the Fundraising and Communications Manager for Mi Casa, Inc., a D.C. based non-profit and I currently serve on the Board of Directors at Planned Parenthood of Metropolitan Washington. I received my Master's in Gender and Development from The Florida State University where I combined my studies with 27 months of Peace Corps service in rural El Salvador. My specialties include individual giving, strategic planning, campaigns and event planning.

Since starting at NOW in June I have focused on getting up to speed on:

- Institutional history and process
- Database Training
- Establishing relationships with development consultants/fundraising team
- Supporting the 2019 National Conference preparation

I look forward to using my talent and passion to support NOW's exiting fundraising pipeline while scaling up the organizations small-to-mid-level gifts strategy and hosting a robust and dynamic year end giving campaign. Please don't hesitate to reach out! fund@now.org

Spring Match Campaign

From May to June 2019 NOW hosted a successful \$25,000 Match Campaign. The *Stronger Together* campaign was primarily marketed through digital appeals. From the 12 email blasts we raised \$23,456 from 413 one-time gifts. Gifts were also made to the campaign through web promotions, social media and ads.

2019 National Conference

Fundraising opportunities for the conference included exhibiting at the hotel, advertising in the program book, and sponsoring the conference.

- Exhibitors: NOW secured 13 exhibitors for a total of \$4075.
- Sponsors: NOW secured one conference sponsor, for a total of
- Advertisement: NOW secured nine advertisers, for a total \$1225

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At the conference NOW will host a Lifetime Member and Honored Guest Appreciation Dinner. The dinner, which will take place on the eve of the conference, will support the cultivation of lifetime members and high level donors.

August 2019 PAC Appeal

Even though the Presidential election is not until 2020, 2019 will be a critical year for PAC fundraising and for the candidates. Historically, we know that PAC fundraising predictably performs better in Presidential election years, particularly when women's issues are threatened, or members are excited about the potential of feminist candidates making history. For this appeal we plan to continue using the traditional ask format that focuses on a one-time PAC appeal gift with a secondary note about a sustaining gift. With so many candidates currently in the field we will also include a more focused survey about what the donor's priorities are for the 2020 election and NOW's campaigns. While we have mailed surveys for INC in the past with good success, we have not mailed a survey type reply for NOW PAC previously. We anticipate that by switching up the format, donors will be more responsive because they want to ensure their voice is heard.