

## **Board Meeting of the National Organization for Women**

### **June 4, 2020 – Staff Reports**

Government Relations Report, NOW Foundation Report and Membership report are in separate attachments

#### **Office Administration Report**

Lisa Seigel, Chief of Staff

The unprecedented coronavirus pandemic has forced NOW to adapt in ways that were unthinkable just a few months ago. On March 11<sup>th</sup>, we issued guidance to staff that included telework options to staff that were highly impacted by the virus. However, the very next day we were notified of a possible exposure one of our staff members had with an infected person and we issued a temporary order to work from home. By March 30<sup>th</sup>, DC Mayor Muriel Bowser had issued an order closing businesses considered non-essential while allowing those business to continue Minimum Basic Operations. Since then, NAC staff have been working from home unless providing an essential function that must be done in the office (writing checks, keeping personnel files up to date, etc.).

During the staff's transition to telework, we purchased a laptop for every staff member who did not already have a work laptop. Telework guidelines and practices were implemented and we enhanced security measures for the remote work environment. Several "social hours" were scheduled on Fridays which help to keep the team close, despite the physical distance between us. We've learned that much of our work can be done outside of the office, but we've also learned that remote work brings added logistical challenges and double the efforts to complete what used to be simple tasks. For example, the bank deposit, which used to be a simple two block walk to the closest bank branch, has now turned into a 20 minute drive from the office and a long wait on the car drive-through line. But staff has taken these new constraints in stride and adapted to them as needed, so that we can help keep ourselves, each other and our community safe during the pandemic.

One unforeseen adaptation, due to the uncertainty of what the summer may look like, was that we put our summer intern hiring process on hold. Instead, we decided to try to retain some of our spring interns, and we are fortunate that we'll be keeping on three of our interns through the summer.

Throughout this transition to telework, and despite the anxiety brought on by the uncertainty and pain caused by this pandemic, the NAC staff has been truly wonderful - working hard to keep the organization running efficiently and effectively.

## **Political Report**

Jailyn Seabrooks, NOW PAC Intern

As of May 26<sup>th</sup>, 2020, we have endorsed 150 total candidates in the House and Senate, 34 new candidates since the February update. We have Senate challengers endorsed in the following states – Arizona, Iowa, Georgia, Oklahoma, Maine, Montana, New Mexico, North Carolina, and South Carolina in addition to 9 Senate incumbents. We also have 11 "Rebound Candidates" who lost in 2018 but are running again in 2020. We have already had some early success with those candidates, including Marie Newman (IL-03) and Kara Eastman's (NE-02) primary wins.

Our endorsements appear in entirety on the NOW PAC website ([nowpac.org](http://nowpac.org)). In late April, we announced our entire slate of endorsements and have continued making monthly press releases about added endorsements. We endorsed Elizabeth Warren for President ahead of Super Tuesday, and after she dropped out we have not made another presidential endorsement. Our main focus for the rest of this cycle is flipping the Senate and sending out a clear anti-Trump message.

Our next steps will be monitoring the primary elections throughout June and promoting our endorsed candidates. We are still on track to make our most substantial direct-contribution investment ever in a campaign cycle. We have also started an #AskThemMore campaign focused on encouraging NOW members to ask candidates about issues that disproportionately impact women like immigration and climate change. The hope is that members will use the toolkit we created, which can be found on our website, to increase the amount we discuss women's issues at all levels of elections.

## **Chapters Report**

Supria Bhatia, Chapter Services Specialist

The chapter compliance project is an ongoing effort to ensure that state and local chapters remain in compliance with National's policies and the Internal Revenue Service. The past quarter we learned that although the IRS website reflected that several chapters were listed as "National Organization for Women", chapters were in possession of determination letters that proved otherwise. I have spent the past quarter updating our system, maintaining communication with chapter leaders, and working with our Chief of Staff to update our rebate eligibility processes. We are continuously monitoring our emails to ensure we do not miss any chapter correspondence. Recently, each state president was sent a report that contained the name of every officer that has access to the chapter portal, along with the compliance status of each chapter in their state. This correspondence proved beneficial as state leaders are being proactive and

helping their local chapter leaders navigate the chapter portal and asking questions on their behalf to be of assistance.

As voted on during the previous board meeting, inactive chapters and chapters that have not communicated with National regarding the status of their compliance have been temporarily removed from the NOW's website. I have been working with State leaders to determine whether we can communicate with those inactive chapters and come to a decision of deconvening them if need be.

Since the last board meeting, we have received 12 new Chapter interest forms and one has resulted into a new chapter. I am still sending all new chapter interest forms to state presidents so they can motivate the individuals who have expressed interest. Due to the unforeseen pandemic, many individuals have opted to put new chapter convening on hold.

NOW round orders have been delayed due to the pandemic we are faced with, but it is in my agenda to complete a full inventory check and, with the administration's approval, order more stock and swag once we are back in the office.

## **Digital Media Department**

Kim Sontag, Digital Media Manager

### Member Engagement

Implement and launch of email blasts to membership and press has been heavy. There's been a concerted effort to ensure the membership is notified as much as possible on a multitude of platforms other than personal emails. We share on three social media platforms, two private groups and to both state president and board listservs.

### Social Campaigns

We began the COVID-19 messaging campaign with various weekly updated Resource page and weekly messages from Toni. We also launched the Change Makers of the Centennial & Sisters in Suffrage pages. Daily graphics are launched on social platforms uplifting women of color who were and are involved with voting rights. These images are also sent out weekly to the membership to ensure those on social media have an opportunity to see this amazing campaign. Our current appeal is our Mitch Match campaign to ensure we stop Senate Majority Leader, Mitch McConnell in helping Trump's nomination of extreme anti-choice judges.

A new addition to our Digital team is Prince Arrington V., a very talented graphic artist. He has been diligently working to continue the growth of our social media presence and engagement. Additionally, he's worked on several graphicly heavy campaigns and has begun a video launch of uplifting messages with Toni.

### Website & CRM Migration

The NOW website underwent a successfully cosmetic overhaul this last month that was a year in the making. No content was removed from the site, but the whole site has a new look and feel ensuring we are staying relevant in the 21st century.

Our largest undertaking is currently in the works as we migrate from the Salsa CRM platform to the very scalable EveryAction CRM platform. This is a heavy labor-intensive lift of the Digital Department. We are working to ensure the cleanest data is being moved over and are still on track for an August launch. We are already underway creating new pages inside the platform and will roll out test pages come July.