

Digital Communications Report - Kim Sontag

Digital Media Manager

Daily/Monthly Responsibilities & Duties

- Implement and launch email blasts
 - Action Alerts
 - Press Statements/Press Releases
 - Media Advisories
 - OTR's
 - Weekly President statements
- Maintain efficient and effective deliverability to supporters and increase open rates via Salsa
- Day-to-day responsibility for updating National NOW website with all email blasts and campaign & Government legislative content
 - Legal Momentum
 - Mrs. America
 - Sisters in Suffrage
 - COVID-19 – Weekly updates
 - Racial Equity Seminars
 - 100* Days - Sister in Suffrage
 - Core Issue Updates
- Monthly Renewals
- Collaborate with MalWarwick/DonorDigital fundraising campaigns
 - Appeals & Campaigns Currently working/completed:
 - Ms. Magazine
 - Year-End Match

Upcoming Campaigns 2021

- NOW National Conference 2021
- 100 Days of Feminist Agenda (Graphics)

Strategic Organizational Upgrades

- CRM Migration from Salsa to EveryAction (Target completion: January 30, 2020)
 - Creation of templates
- Beginning stage of planning migration of “Database of Record” from General Systems to EveryAction. (Target completion: July/August 2021)
- Planning stages of website redesign (Target completion: April 2021)

Digital Intern – Avni Khera/Fall 2020

- Coordinated the release of social media posts across Instagram, Twitter, and Facebook and gathered analytics data.
- Created social media graphics to bring awareness to some of the following days:
 - Native American Heritage Month
 - Transgender Remembrance Day
 - Debate Bingo
- Created core issues graphics for the Instagram stories based on blog posts and articles from the NOW website.
- Contributed two articles for the NOW [Say It Sister!](#) blogs
 - “COVID-19 Is Disproportionately Affecting the Mental Health of LGBTQ+ Youth”
 - “The Threat of 20-Week Abortion Bans is Endangering Women’s Rights to Choose.”

Digital Communications Report – Prince Arrington V

Graphic Designer

Responsibilities & Duties

Design and execution of graphics and videos for various campaigns

- 100* Days - Sister in Suffrage (Graphics and Video)
- Racial Justice Page (Graphics and Video)
- ERA Page (Animations)
- COVID-19 Page (Graphics)
- 10,000 Headshots (Graphics)
- NOW National Conference 2020 (Graphics)
- Pre-conference video montage
- 100 Days of Feminist Agenda (Graphics)
- Social Media Template Designs
- #UnlockTheFuture (Graphics)
- National NOW Holiday Card
- Young Feminist Task Force (YFTF) Social Media Takeover
- Redesign of national website

2021

- Redesign of Racial Justice Summit
- 2021 National Conference logo

Rounds, Pins and Supporting Collateral

- NOW Rounds
- NOW Pins
- Representation Matters Pins
- Social Media Template Design
 - Celebratory Graphics ranging from National Coming Out Day to Women's Equal Pay Day to Pay Equity

Digital Intern – Avni Khera/Fall 2020

Worked closely with intern teaching her Photoshop and heavy social media management.

Backup Support on Salsa and Wordpress