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Snapshot

- Giving Tuesday
 - We had a match for Giving Tuesday and Year End. We exceeded our goal for Giving Tuesday.

Fundraising Plan Update

Priority 1: Increase high dollar donations

Goal 1: Increase average amount of one-time donations \$50 to \$100

Goal 2: Create a special gifts program with the goal of attracting donors who give a total of \$1,000 a year

Goal 3: Create special gifts program with goal of donors giving a one-time gift of \$5,000+

Priority 2: Increase donor engagement

Goal 3: Retain and advance donors

- Objective: Create thank you process
 - Progress: Created formalized in-house process for acknowledgements & created templates for calls, emails, thank you cards, milestones one pager, and FAQ one pager
- Objective: Prioritize donor-centric language
 - Progress: Giving Tuesday campaign focused on a donor and her story
- Objective: Create opportunities for advancement
 - Progress: Scheduled call time for Christian and Bear along with scripts

Priority 1: Increase high dollar donations

Goal 4: Encourage donors to put NOW in their estate plans

- Objective: Advertise to donors that they can put NOW in their estate plans

- Progress: Updated web page

Priority 3: Diversify funds for INC and Foundation

Goal 1: Apply to grants that support INC and Foundation activities

- Objective: Apply for grants
 - Progress: Created template to use for grants. Wrote two proposals on behalf of NOW Foundation
- Objective: Build relationships with foundations
 - Progress: Reached out to 15 foundations, met with two foundations, and we have six prospects

Goal 2: Solicit for event sponsorships

- Objective: Solicit sponsors for Conference
 - Progress: Created list of prospects and brainstorm document of sponsorship benefits

Priority 4: Revise fundraising language and increase advertising efforts

Goal 1: Revamp fundraising language in appeals, reinstatements, and acquisitions

- Objective: Utilize stories from chapter members, leaders, and supporters
- Objective: Highlight INC and Foundation programs
 - Progress: Included testimonial from Muriel Fox in foundation appeals, created Giving Tuesday campaign centered on Judith Marks Ford story, and planning to use a member story for the Roe v. Wade Anniversary

Goal 3: Implement fundraising into social media

- Progress: Working towards adding Facebook donate button