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Snapshot

Year End Fundraiser:

For the 2021 Year End Giving Campaign we utilized a NOW member's personal story whereas in 2020 the campaign focused on the pandemic and the election. In 2021, we had a match donor, and in 2020 we didn't have a match. The threats against Roe v. Wade could have contributed to the success of the campaign. We've also grown our online audience over the last two years. While we received more revenue this year, the average dollar amount of gifts declined. We believe it's because we relied on our high dollar donors in the 2020 campaign due to state suppressions while we took a more grassroots approach in 2021.

Fundraising Plan Update

Priority 1: Increase high dollar donations

- Objective: Encourage one-time small donors to become sustainers
 - **Progress:** Working on sustainer campaign with MWD and signed up for peer-to-peer texting
- Objective: Advertise on NOW's website
 - **Progress:** Sustainer campaign advertised on NOW's website
- Objective: Advertise on social media and emails
 - **Progress:** Sustainer campaign advertised through email. Application to fundraise on Facebook is pending
- Objective: Prioritize donor-centric language
 - **Progress:** Incorporated member stories in the year end campaigns and Roe v. Wade anniversary appeal. Incorporated program milestones into sustainer campaign
- Objective: Establish process for Every Action
 - **Progress:** Upload was completed. Public service announcements were sent out to sustainers. Supporting team with transition and data management
- Objective: Advertise to law and finance firms
 - **Progress:** One pager for law and finance firms in progress
- Objective: Create thank you process

- **Progress:** Completed. Evaluation pending
- Objective: Create opportunities for advancement
 - **Progress:** Not started

Priority 2: Increase donor engagement

- Objective: Encourage people to become lifetime members
 - **Progress:** Continuing to advertise through renewals. We haven't started on social media and website advertisements
- Objective: Create more opportunities for supporters to become lifetime members
 - **Progress:** Not started
- Objective: Create lifetime member and high dollar donor exclusive benefits
 - **Progress:** Not started
- Objective: Create giving circle with donation fee of \$100
 - **Progress:** Not started

Priority 3: Diversify funds for INC and Foundation

- Objective: Apply for grants
 - **Progress:** Applied and was approved for the Combined Federal Campaign. Invited to complete a full application for the Opportunity Fund for a grassroots organizing program. Completed Progressive Turnout Grant application for a GOTV program
- Objective: Build relationships with foundations
 - **Progress:** Barbara Lee Family Foundation asked for updated proposal due to new leadership. Meeting scheduled with the David and Lucille Packard Foundation
- Objective: Solicit sponsors for Conference
 - **Progress:** Revising sponsorship packet draft. Creating a prospects list

Priority 4: Revise fundraising language and increase advertising efforts

- Objective: Utilize stories from chapter members, leaders, and supporters
 - **Progress:** Utilized stories in digital and direct mail fundraising
- Objective: Highlight all of NOW's six core issues
 - **Progress:** Highlighted core issues in sustainer campaign
- Objective: Highlight INC and Foundation programs
 - **Progress:** Highlighted programs in direct mail campaign
- Objective: Donor-centric language
 - **Progress:** Utilized stories in digital and direct mail fundraising
- Objective: Donor-centric language in social media posts
 - **Progress:** Facebook application pending
- Objective: Outline different fundraising activities donors can engage with
 - **Progress:** Not started