

Membership & Engagement Board Report

July 2024

Shelby von Hofe

Membership Services - Shelby von Hofe

Membership Services has been focused on the upcoming annual conference, working with the Office of the Vice President to vet potential Board Members for the upcoming election and credential members who have registered for the convention.

In the last quarter, the Membership Services department has been working closely with EveryAction to address some of the glitches with the database, such as the creation of gift memberships and reviewing the standardized and automated search templates to ensure they are working correctly. This work has been ongoing and encompasses both the regular actions of the Membership Services department along with the Member Card Audit Project.

Since December, I have been working on an audit of our Member Card mailings to see if there are any kind of improvements or optimization that can be implemented. This project is currently paused due to issues with EveryAction that we are investigating with the EveryAction team.

Outside of this project, my work for Membership remains up to date and efficient. Our team is now using our issue trackers far more often and we are collaborating on issues faster. The NIXIE project has also continued thanks to the Spring and Summer NOW Interns.

Engagement – Shelby von Hofe

In April/May, I was promoted to Membership and Engagement Manager thanks to my work on the Membership team streamlining workflows and the NOW Young Feminists Project. I have organized NAC presences at partner rallies and actions, like two actions at the Supreme Court. Our most recent efforts led to NOW rounds in almost every photo of SCOTUS on the anniversary of the Dobbs decision, which was very exciting!

In addition, I now share Intern Coordination and Supervision duties with Supria Bhatia. Our internship program now has much needed structure and standards that we are improving upon daily. Apart from daily work, we now also have intern engagement, group projects, and improved oversight and review of intern duties. The intern hiring process has also now been standardized and should save Supria and I a lot of time in hiring in the future. April and May consisted of the bulk of that streamlining and restructuring work of not only the internship experience but also the hiring process. Our first class of new summer interns started at the beginning of June and are doing wonderfully.

Outside of NOW Young Feminists, I have also been exploring a potential partnership with NOW and Feminist Book Club, a small woman and POC owned book subscription service focusing exclusively on feminist content in fiction and non-fiction in a myriad of formats. Members can vote on the next month's book, discuss the books on their forum, and even participate in author interviews and panels. As of now, we are currently reviewing their offer, which would be a recurring \$5 per month discount on any membership option for NOW members and an exclusive NOW member section of their community boards/website MightyNetworks. They are also willing to offer free MightyNetworks memberships to

NOW CANs who would be able to participate by supplying their own books. Hopefully, this will be an exciting benefit for NOW members moving forward!

After their initial launch in March, NOW Young Feminists has been doing very well so far. As a reminder, NOW Young Feminists will be comprised of NOW Members who are 35 and under and their allies, led by the Young Feminists National Committee. Within the NOW Young Feminists will be the CAN program and a new sister program called Young Feminist Action Networks, or YFANs, which will be CAN groups for post-graduates and young professionals. The creation of these groups will not only fulfil the bylaws required committee for Young Feminists but also create a pipeline for NOW Membership.

In our initial launch, we attended the Young Feminist Leadership Conference hosted by Feminist Majority, held a virtual panel discussion with Common Cause, NAACP, and National LGBTQ Task Force on intersectional advocacy for youth advocates, and are currently in the final stages of staffing the YFNC for Christian to appoint. We have released monthly newsletters and weekly-biweekly social media content to great success.

We have also created partnerships with Common Cause and Power to the Polls to help more students become election workers and election protection observers. In the coming months, NOW Young Feminists content will pivot to the upcoming presidential election. This shift will include a focus on poll workers, election protection, and of course GOTV efforts for students and young people on their campuses and in their communities.

Total NOW Young Feminist Members: 153

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