NOW Board Report
Reporting Period: March 1, 2025 – July 1, 2025

This remains an exceptionally challenging time for nonprofits, particularly for those in the progressive movement. The convergence of rising operational costs, donor fatigue, and growing distrust in institutions has left many organizations struggling to maintain financial stability. Simultaneously, organizations like NOW face disintermediation from donors prioritizing urgent threats to democracy and civil rights. In this climate, donor loyalty, clear value alignment, and program innovation are more critical than ever.

Strategic Outlook
In January 2025, NOW launched a new fundraising partnership aimed at increasing net revenue and modernizing donor engagement. Despite early obstacles—including registration delays and external mailing issues—we are beginning to see real momentum..

- **Cost reduction:** NOW has been able to reduce direct mail expenses by 15% over 2024, even taking into account annual cost increases on materials and postage. NOW is saving 25% over its previous cost basis. That savings of $75,000 drops directly to the bottom line, helping to offset the decline in file size without new donor acquisition. In addition to the $75,000 lower budget cost in FY25 from FY24, we have already saved an additional $17,000 less than the FY25 budget cost.

NOW Budget Cost vs. Actual (DM)			
	Budget	**Actual**	**Difference**
Appeals	$ 158,719.00	$ 146,567.00	$ 12,152.00
Renewals	$ 22,474.00	$ 19,212.00	$ 3,262.00
Reinstatement	$ 39,228.00	$ 37,332.00	$ 1,896.00
Total Saving: 17,310			

- **Increase in donor base:** With two weeks of returns left to process in Q2, NOW is on pace to surpass the first two quarters of FY24 and already shows a 10% increase in the number of donors.

- **Increase in online giving:** Digital fundraising is 5% ahead of the same time in 2024 from January through May. With ad activity ramping up and new digital growth initiatives we expect to continue building on that success.

Commented [MOU1]: Please provide a chart similar to the below that shows the you increase

Commented [TM2R1]: With the adjustment we made to have all the sustainers in the sustainer bucket, it brought down digital income.

2025

GIFT_DATE	Total Gifts	Total Income	Average Gift
January	863	$52,829	$61.22
February	647	$39,445	$60.97

2024

GIFT_DATE	Total Gifts	Total Income	Ave Gift
January	578	$38,450	$66.52
February	542	$51,799	$95.57

March	733	$47,166	$64.35
April	481	$29,863	$62.09
May	574	$43,297	$75.43
June	460	$25,634	$55.73
TOTAL	3758	$238,234	$63.39

March	885	$47,625	$53.81
April	712	$39,144	$54.98
May	527	$31,602	$59.97
June	337	$18,748	$55.63
TOTAL	3581	$227,368	$63.49

- **Monthly sustainers:** Monthly sustainers, a bright spot in the program last year, continue to perform well. Even without sustained investment, we have retained 95% of all sustainers on file at the end of 2024. With new recruitment and upgrading planned for Q3 and Q4, we believe this source of steady, reliable income for NOW will continue to grow. We're seeing significant growth in sustainers from digital. See the percentage increases below by month.

Commented [MOU3]: I thought we had increased sustainers this year? Is there a visual you can provide to show the growth?

Commented [TM4R3]: The chart that was included previously was digital only. We have not seen overall growth. And the 95% retained is talking about last year.

Month	# Gifts	Revenue	Avg. Gift
Jan 25 vs 24	19.79%	28.03%	6.88%
Feb 25 vs 24	14.78%	21.10%	5.50%
Mar 25 vs 24	11.89%	17.91%	5.38%
April 25 vs 24	11.40%	15.46%	3.64%
May 25 vs 24	11.35%	15.87%	4.06%
June 25 vs 24	10.30%	13.40%	2.80%

As we look ahead, NOW will continue to identify and act on opportunities to strengthen donor engagement and improve long-term fundraising performance. Ongoing analysis of the program is already surfacing promising areas for targeted re-engagement, particularly among underperforming segments of the donor file.

The remainder of FY26 will focus on:

- **Testing and learning:** Deploying new creative concepts and messaging strategies across both direct mail and digital channels to improve response rates and donor retention.

- **Midlevel donor reactivation:** Nearly 50% of donors who previously gave $1,000+ annually have lapsed over the past two years. A focused campaign targeting over 300 of these donors via mail and email is underway. Even modest success would generate meaningful revenue, given their historic value of over $300,000/year.

- **Sustainer growth and upgrades:** Building on strong retention from 2024 (95%), efforts will focus on recruiting new monthly donors and encouraging current sustainers to increase their contributions.

- **Digital acquisition and list growth:** Expanding NOW's supporter base through cost-effective digital acquisition channels, including list rentals, petitions, and strategic ad buys.

- **File health and segmentation:** Improving audience segmentation and refining outreach based on recency, frequency, and gift level to increase personalization and efficiency.

These efforts will position NOW to grow net revenue, deepen donor relationships, and prepare for a strong year-end finish.

Planned Giving Report

NOW's partnership with FreeWill continues to deliver encouraging results:

- 167 total bequests have been committed, totaling $17.2 million in estimated value.
- $4.8M of those gifts are valued at over $5,000.
- The median bequest size is $3,500, and a notable 88% of commitments were generated through NOW's National Feature listing with FreeWill.

Facts about the Planned Giving Program:

NOW, Inc. is seeing a higher percentage of donors with $500K-$1M, compared to other National Feature partners and all bequests created on the FreeWill platform.

NOW significantly outperformed both its sector peers and the broader FreeWill partner average in both the number and total value of bequests.

- NOW received 104 bequests, compared to just 30 for the Civil Rights/Social Action & Advocacy sector average.
- NOW's bequests totaled $3.72 million, nearly triple the sector average of $1.29 million.
- NOW's median bequest was $2,500, while the sector average was higher at $5,000—indicating that while NOW received more gifts, they were generally smaller on an individual basis.

Primary bequests
All FreeWill gift commitments (last 12 months)

	National Organization for Women Inc	Civil Rights, Social Action & Advocacy
Number of Bequests	104	30
Total estimated sum of Bequests	$3.72M	$1.29M
Median Bequest	$2.5K	$5.0K

Primary bequests
All FreeWill gift commitments (last 12 months)