



## A Blueprint for the Future

### Chapter Toolkit

This Chapter Toolkit features messaging guidance from the National Organization for Women with talking points and social graphics about NOW's 60<sup>th</sup> Anniversary: what it means, organizing actions your chapter can take, sample social media content, and additional resources for deeper learning and guidance. We invite you to use the content provided here and tailor it as needed.

#### About the 60 Years of Resistance: We're Not Going Back Campaign

For 60 years, the National Organization for Women (NOW) has stood at the forefront of social change—mobilizing, organizing, and transforming communities for gender justice and equality. What began as a bold vision in 1966, led by Betty Friedan, Dr. Reverend Pauli Murray, and Muriel Fox, has grown into the largest grassroots feminist organization in the United States. These visionary women and their peers turned outrage into organization—and sparked a movement that changed the course of American history.

Today, NOW continues to drive intersectional activism across every state, advancing reproductive freedom, racial justice, LGBTQIA+ rights, and constitutional equality. With a growing network of chapters and digital platforms, NOW remains a powerful voice uniting generations in the ongoing fight for true gender equity.

***We will continue to update this toolkit throughout the campaign.*** Visit [\*\*60 Years of Resistance: We're Not Going Back\*\*](#) for more details. National NOW will be using these hashtags for the fight ahead:

- #ISupportNOW | “Apoyo AHORA”
- #SupportNOW | “Soporte AHORA”

## Calls to Action:

### 1. Create a mutual aid project or community education event in your community!

What are examples of Mutual Aid projects my chapter could work on?

- Food drives
- Clothing drives
- Menstrual product drives
- Abortion funds
- Abortion travel networks
- Childcare networks
- Carpooling for community members in need
- Rides to polling places
- Free breakfasts for children and community members

### 2. What are community education events my chapter could work on?

- Voter registration drives
- Civic education events
- Educational panels
- Pro-bono offerings of professional services
- Free self-defense classes at a local community center
- Free technology education and safety events

### 3. Apply for a micro-grant with the NOW Foundation!

The NOW Foundation will be awarding micro-grants, based on creating mutual aid or community education in line with the capsules of our campaign (*link to grant applications will be posted on the NOW Foundations site*):

- **Capsule 1 (Q1): The Cost of Being a Woman** – NOW will address the rising costs of living in today's America and the disproportionate burden women carry economically.
  - **Focus Areas:** Mutual Aid, Labor, Housing and Costs of Living, Education and Childcare, Pink Tax, Menstrual Equity, Financial Literacy, Debt
- **Capsule 2 (Q2): Protecting Care, Protecting Choice** – NOW will continue to defend access to healthcare and reproductive freedom nationwide in a post-Roe era.
  - **Focus Areas:** Healthcare Funding Crisis, Medicare for All, Reproductive Healthcare in Legislature, Abortion Access, Contraception, Pregnancy Justice
- **Capsule 3 (Q3): Securing Rights, Shaping the Future** – NOW is committed to protecting the foundations of democracy, fostering increased civic engagement in their communities, and ensuring constitutional equity by finally enshrining the ERA into law.
  - **Focus Areas:** Equal Rights Amendment (ERA), Racial Justice, LGBTQIA+ Rights, Elections and Voting Rights, Democracy, and Civic Education

- **Capsule 4 (Q4): Ending Gender Violence** – NOW will confront the surge in gender-based violence and online harassment with renewed urgency.
  - **Focus Areas:** Misogyny and the Manosphere, Online Violence, Gun Violence and Hate Crimes, Sexual Violence, Domestic Violence, Systemic and Institutional Violence

#### 4. Host Advocacy Action Events in your community!

**What are examples of advocacy actions I could do with my chapter?**

- Rallies
- Protests
- Lobbying your state representatives or attending local government meetings
- Letter writing campaigns to your elected officials
- Phonebanks to Congress

#### Graphics

We've created four different graphics for your use. The Montana logo is an **example** of where chapters should put their logos after these are downloaded. These are universally used graphic sizes for all platforms.

[Download NOW anniversary graphics here.](#)



Tag National NOW to show your solidarity and to notify us of the work your chapter is doing.

**@NationalNOW #NOW60Years**

**National NOW Social Media**

**FB: NationalNOW**

**IG: nationalnow**

**TT: national\_now**

**BlueSky: @nationalnow.bsky.social**

**X: nationalnow**