



## NOW National Membership Drive

**April 29 – June 26, 2026**

NOW's National Membership Drive is a coordinated effort to expand and strengthen our grassroots base ahead of the 2026 National Conference and midterm elections. The campaign focuses on recruiting new members, re-engaging lapsed members, and building stronger chapter networks.

With national support, tools, and incentives, this effort is designed to energize membership growth, foster leadership development, and increase engagement across the organization.

### **Campaign Overview**

#### **What It Is**

A national recruitment campaign powered by individual referrals and supported by chapters, states, and national leadership.

#### **Goal**

Add at least **1,000 new members** during the campaign period.

#### **Who Can Participate**

All NOW members, local and state chapters. While recruitment is driven by individuals, chapters and states play a key role in promotion and local engagement.

#### **How It Works**

Participants recruit new or returning members using the official campaign link:

**<https://now.org/MemberDrive2026>**

To ensure accurate tracking and credit:

- All recruits must join using the campaign link **only**

- Referrals are automatically tracked through NOW's membership system (EveryAction) via the campaign link
- Referral information is captured at the time of sign-up
- Memberships are verified (payment, duplicates, eligibility) before counting

Results will be based on verified data pulled at the end of the campaign. Both individual recruiters and their affiliated chapters will receive credit where applicable.

## **Eligibility**

### **Counted Toward Totals:**

- New members joining for the first time
- Former members who rejoin during the campaign

### **Not Counted:**

- Membership transfers between chapters
- At-large transfers
- Standard renewals (non-lifetime)

## **Incentives & Recognition**

To encourage participation and celebrate success, NOW will recognize top recruiters and high-performing chapters and states.

### **Individual Incentive**

- Top recruiter receives a **Lifetime Membership (valued at \$1,000)**

### **Chapter & State Incentives**

Based on total verified recruitment, top performers will be eligible to receive one of the following:

- \$1,000 cash award
- 50 NOW Rounds + \$500
- Activist bundle + \$500

Winners will be recognized at the **2026 National Conference** and through national communications.

## **Get Started**

Help grow NOW's membership and strengthen the movement. Share the campaign link, reach out to your networks, and start recruiting. Every new member expands our collective impact.

## Support & Resources

Use these social tools in your campaign efforts:

- [Social media graphic](#)
- Campaign messaging

We're growing the movement—and we need you.

NOW's **National Membership Drive** is on now till **June 26** with a goal of **1,000 new members**.

- 👏 Recruit a friend
- 👏 Re-engage past members
- 👏 Strengthen our collective power

🏆 Top recruiter wins a **Lifetime Membership**

Start here:

[now.org/MemberDrive2026](https://now.org/MemberDrive2026)

#NOW #Feminism #Organize #WomensRights #JoinNOW #GrassrootsPower

For questions or support, contact:

**Kim Sontag** ([online@now.org](mailto:online@now.org)) or **Supria Bhatia** ([supria.bhatia@now.org](mailto:supria.bhatia@now.org))

## Campaign Impact

This effort will:

- Expand NOW's grassroots membership
- Strengthen chapter engagement
- Build leadership pipelines
- Increase long-term organizational sustainability