

NOW STRUCTURE MODERNIZATION

Statement of Purpose

April 1, 2015



Statement of Purpose Text

- **Article II of NOW bylaws** (last updated June 2014):

“NOW’s purpose is to take action to bring women into full participation in the mainstream of American society now, exercising all privileges and responsibilities thereof in truly equal partnership with men. This purpose includes, but is not limited to, equal rights and responsibilities in all aspects of citizenship, public service, employment, education, and family life, and it includes freedom from discrimination because of race, ethnic origin, age, marital status, sexual orientation/identity, gender identity, gender expression, or parenthood.”

Statement of Purpose

- Shortened version appears in our bylaws
- Longer version is an historical NOW document, available at now.org, adopted at NOW's first national conference.
- 1998 Declaration of Sentiments created at the 1998 Vision Summit by the National Conference - a reimagining of the 1966 Statement of Purpose, available on now.org

What should we consider?

- NOW should lead societal change, rather than bringing women into the mainstream of society as it currently exists.
- The Statement of Purpose should say, succinctly, why and for whom NOW exists. It should focus our energy and motivate our members, supporters and donors.
- The Statement of Purpose should reflect NOW's commitment to diversity, inclusion and intersectionality.
- Language to consider:
 - NOW's six core issues
 - Grassroots activism
 - Leading societal change – addressing needs in 2015 and beyond
 - Inclusion, diversity, intersectionality
 - Should include all permutations of identities that women have?

Other items for consideration

- We have existing historical documents – NOW’s Statement of Purpose should be:
 - Reflective of those historical documents (1998 Declaration, 1966 Statement of Purpose)
 - Concise
 - Serve as our Mission / Vision Statement
- NOW should also use a tagline
 - Can be used on the website, in marketing materials
 - Provides an “elevator pitch” for NOW

Proposal One - A

- **To be used in NOW's bylaws as the Statement of Purpose and as its Mission Statement:**
 - “NOW’s purpose is to take action to promote feminist ideals, eliminate discrimination, and protect the equal rights and the responsibilities of all women and girls in all aspects of social, political, and economic life to ensure that women and girls are not silenced, underrepresented, or devalued.”

Proposal One - B

- **To be used in NOW's bylaws as the Statement of Purpose and as its Mission Statement:**
 - “NOW’s purpose is to take action to ensure that women and girls are not silenced, underrepresented, or devalued through the promotion of feminist ideals, the elimination of discrimination, and the protection of equal rights and the responsibilities for all women and girls in all aspects of life.”

Proposal One - C

- **To be used in NOW's bylaws as the Statement of Purpose:**
 - “NOW’s purpose is to take action through intersectional grassroots activism, leading societal change by embracing feminist ideals. This purpose includes, but is not limited to, equal rights and responsibilities in all aspects of social, political, and economic life, and it includes freedom from discrimination because of race, ethnic origin, citizenship status, economic status, age, marital status, sexual orientation/identity, gender identity, gender expression, disability, or parenthood.”

Proposal One - D

- **To be used in NOW's bylaws as the Statement of Purpose:**
 - “The purpose of the National Organization for Women is to lead societal change, to create a fair, egalitarian and just culture wherein all women and girls are free to develop their full potential without fear or threat of violence, discrimination, or oppression.”

Proposal One - E

- **To be used in NOW's bylaws as the Statement of Purpose:**
 - “The purpose of the National Organization for Women is to lead societal change through intersectional grassroots activism to achieve our feminist vision of a fair, egalitarian and just culture wherein every woman and girl enjoys self-determination and can develop her full potential without fear or threat of violence, discrimination, or oppression.”

Proposal Two

- **Create a tagline for NOW's marketing materials**
- **Some suggestions:**
 - Promoting Equality, Protecting Women's Rights
 - Taking Action for Women's Rights
 - Taking Action in Support of Women and Girls
 - Keeping the Voice of Women at the Forefront since 1966
 - Taking action for equality and justice since 1966
 - Taking action for women's equality since 1966
 - Taking action to end discrimination since 1966
 - The grassroots arm of the feminist movement since 1966