



YOUR RIGHTS
YOUR PRIVACY
YOUR FREEDOM

WEEKEND AGENDA

Annual Meeting of the Coalition Partners
March 17 & 18, 2012

Saturday March 17th

- 8:15am-8:45am Welcome
- 8:45am – 9:15am Ice Breaker & Introductions
- 9:15am-12:30pm Year in Review Reports
- Message from the Chair
 - KAP Directory
 - IT / Website
 - Media Outreach
 - Membership
 - DSM
 - CP Stewardship Report
 - Consent Counts
- 12:30pm- 1:30pm Working lunch and NCSF's Volunteer of the Year
- 1:30pm- 1:45pm Break
- 1:45pm-2:45pm Year in Review Reports (continued)
- EOP Training and Program (new brochure!)
 - Incident Response
 - Foundation
 - 2011 Financial Review
 - 2012 Budget
 - Social Media
 - Event Calendar
 - Volunteer
 - Newsletter & writing
- 2:45pm- 4:15pm Break Out Groups – Where are we going??
- 4:15pm- 5:00pm Wrap up break out groups & adjourn
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Sunday March 18th

- 9:15 am - 9:30am Welcome
- 9:30 am - 10:30am Elections and appointed nominee discussions
- 10:30am- 10:45am Break
- 11:00am- 12:00pm 2013 Budget draft proposal
- 12:00pm- 12:15pm Leather Leadership Conference
- 12:15pm -12:30pm Take aways
- 1:00 pm - 4:00 pm Media Training and Consent Counts – open to community
- 1:00 pm - 2:00 pm New Board Meeting

2012 Letter from the Chair

Hello and welcome to NCSF's 2012 annual meeting!

I am so glad to welcome all of you to Minneapolis! It's our first time here and we've been very fortunate to have the hard advance work and efforts of the Minneapolis community- particularly Sassy and Charger Pony.

As chair, I started my first term in September 2008 with several goals.

- Improve NCSF communications both internally among board and among volunteers, to our Coalition Partners, to our communities in general and to the public as a whole.

I believe we're well on our way to improving these things. In all years prior to September 2008, we published exactly 3 quarterly newsletters- two in 2003 and one in 2006. We've published a newsletter ever quarter since I became chair. We've published our minutes to the CP list every single month. I've written notices/letters to the membership every month. We've kicked up our press and media alerts and switched to using Constant Contact to make our mail outs more professional.

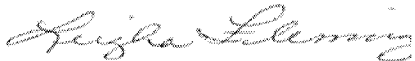
In addition we made commitments to:

- Improve the structural integrity of the organization and set up processes and procedures for our most important functions/programs

With the implementation of Salesforce, updating and redesigning our website and major expansion of our educational literature offerings and Consent Counts program we have made remarkable strides in keeping in tune with our "Value Proposition." We said we were going to be *the* leader focusing our communities core advocacy issues and we have been. This year brings the release of *_The Aftermath_* and *_When the Levee Breaks_* - 2 major new NCSF publications. We've gotten a social media director (thanks Race!) and we will begin the deployment of the Consent Counts Community Discussion Guide- which includes a major survey and integrated FetLife content. We're gearing up for LLC this year- NCSF is leading the Activism Track and our eyes are on next year's LLC in Seattle. We hope to have synthesized the content from all the surveys on consent and are able to present an initial community statement on consent for discussion there.

NCSF is the leader and the only organization in the country working on these issues. We're making terrific strides and have had some major "wins" this year. In short, I'm excited about the progress we're making and hope you are too!

Sincerely,



Leigha Fleming
Board Chair

Kink Aware Professionals Directory (KAP)

Kevin Carlson Kevin@ncsfreedom.org

Another year has passed and our Kink Aware Professionals (KAP) program continues to grow and evolve. The biggest change is that I have turned over day to day operations as of January 2012 to Wendy Williams. I am working closely with her to get her totally up to speed in dealing with this program, from approval of entries, responses to questions as well as working on a promotional program to grow KAP even bigger. She has taken quite a load off of my plate and I am grateful for this. Wendy should have full control of the program by the first part of April, with me acting as support as needed.

Due to numerous complaints about the way the search works, we are looking at different options for this portion of the website, making it simpler to use. We have not made a choice as of yet of how to address making the search more user friendly, with this in mind, simple is better, which is the direction we are heading.

At the last annual meeting we had 813 active entries, and as of today's date we have 947 active entries, for a solid growth of 135. Of those 947 entries we have just over 300 that have not updated since going to the new system. Wendy and I are working diligently to get these entries updated or they will be removed from the system as no longer valid.

The numbers of KAP; we have listings from 14 different countries, spanning 11 categories. The KAP program is consistently the most frequently used page on our site.

By Profession	3/20/2010		3/14/2011		3/6/2012		Net Change 3/14/2011
	Listings	Percent of Total	Listings	Percent of Total	Listings	Percent of Total	
Accounting and Finance	4	0.50%	4	0.49%	12	1.27%	8
Counselors and Therapists	386	48.49%	387	47.60%	410	43.29%	23
Doctors	57	7.16%	54	6.64%	48	5.07%	-6
Health and Wellness Practitioners (non-M.D)	36	4.52%	58	7.13%	98	10.35%	40
Lawyers	144	18.09%	104	12.79%	105	11.09%	1
Life Coaches	10	1.26%	25	3.08%	42	4.44%	17
Other Professionals	10	1.26%	18	2.21%	38	4.01%	20
Psychologists	130	16.33%	132	16.24%	136	14.36%	4
Spiritual Advisors/Wedding Officiators	8	1.01%	11	1.35%	23	2.43%	12
Web Design/IT	11	1.38%	20	2.46%	35	3.70%	15

The only category that lost ground with doctors, overall huge gains were made in all of our other categories. We are looking forward to another positive year of growth.

IT/Web Report

Kevin Carlson Kevin@ncsfreedom.org

This has been a year of learning for me, one that I have enjoyed very much. I still have a lot to learn. A big personal change for me is that the majority of operations of the KAP program has been turned over to a volunteer, Wendy Williams. By doing so this has freed me up to focus the majority of my time on our site.

The website as you all know is our front door to the world. By going to the new format that went live at the annual meeting last year we have greatly improved our presence on the web, and more important, our presentation of information. We still have a lot of room for growth in both of these areas.

The latest addition/change to our site is the Consent Counts project. Numerous new pages have been created related to that program. A unified landing page for the program with simple links to the information presented has been implemented. In the pipe for this program, is the creation of active links back to the referenced state code dealing with the assault laws. This is being researched as you read this; as soon as this information lands in my inbox I will start making the additions to make those links active.

I have brought on line a development site for testing of presentations and plugins, so I will no longer crash our active site at 4am in the morning when you are all sleeping. Yes I have done this a few times, but thankfully we have a proven rock solid back up system that has allowed me to bring the site back on line in short order.

Looking to the future; we have lots of active content that still needs reviewed and possibly re-categorized as well as updated. Our site contains just under 4gig of information. If anyone is interested in assisting with this review, please contact me at kevin@ncsfreedom.org and I will get you up to speed with what is going on and what needs to be done.

I am currently making plans for the migration to the newest version Joomla, the web software that runs our current web site before the end of life of Joomla 1.5. We have to maintain current with the back end of our site so that we can continue to process credit cards on line. Additionally by taking an active approach to updates with the back end of our site, I will not face as many difficulties in moving forward as I did in getting to the site we have now.

Media Outreach Project-

Susan Wright susan@ncsfreedom.org

Susan gave 52 Interviews (up from 38 in 2010), including:

San Diego City Beat on California SB 430 Strangulation law, 2 different articles in Esquire magazine, Salon interview about Dominique Strauss-Kahn and brutal sex, Men's Health Magazine about fetishes, and an article about Gor and BDSM in the Seattle Weekly.

- 14 of them were interviews about NCSF, including WBAI in NYC and one for Esquire Magazine.
- 9 interviews took place throughout the year regarding St. Louis groups/events
- 7 were about Folsom Street East, and the High Line park that overlooks the street fair
- 5 articles were about the DSM revisions

There were 37 Incident Reporting and Response requests (up from 22 in 2010):

- 14 involved criminal charges for individuals or groups/events, including: an Army serviceman charged with assault for consensual BDSM, intervention with Piscataway police after TES Fest bomb scare, and two models in two different cities arrested for public nudity during a photo shoot.
- 10 involved discrimination because of BDSM behavior including: Tristan Taormino was canceled from Oregon Universities Modern Sex Conference, the FetFest host hotel tried to cancel contract because "gay people" would be there, and images from past IML contest causing problem for kinkster trying to get work.
- 9 involved media issues including: Frolicon was mocked on Regular Guys show Rock 100.5 in Atlanta, bad press about High Line Park overlooking Folsom Street East, and a community member outed by the media.
- 5 were media training/website prep for media inquiries.

There were 26 Inquiries:

- 8 were requests for speaker/classes/exhibiting at events
- 6 were about fundraising for NCSF
- 5 were about the DSM revisions from academics
- 3 Media Trainings
- 3 were about surveys being conducting on BDSM issues

MOP volunteers:

Julian Wolf has taken over the Media Update Digest and the NCSF Newsletter.

Race Bannon is tweeting the daily Media Updates.

Brain Flaherty is a law researcher who gathers every peer-reviewed article that is published regarding the DSM V revisions in the Paraphilias.

How do we grow our CPs?

- **Keep the ones we have!**
- **Educate Supporting Member organizations that they are a fundraiser away from CP status!**
- **Provide unique PR perks!**
 - *Current listings on NCSFreedom.org and FetLife*
 - *Annual banners recognizing CPs*
- **Market events that wish to have a feel-good component!**
- **Identify geographic voids... and fill them!**

***SM STATUS IS AN EASY WAY FOR THE PHILANTHROPIC INDIVIDUAL TO BETTER MAKE A DIFFERENCE.
WE NEED TO FIND THEM!***

How do we grow our SMs?

- **Keep the ones we have!**
 - *Educate Individual Member organizations that they are \$75 away from SM status!*
- **Provide unique PR perks!**
 - *Individuals stepping-up to SM status usually don't want them or don't care.*
 - *Businesses do!*
- **Events that wish to have a feel-good component, but can't manage another fundraiser fit perfectly!**

***INDIVIDUAL MEMBERS ARE AN IMPORTANT PART OF OUR MEMBERSHIP EQUATION,
BUT THE CURRENT FOCUS IS ON COALITION PARTNERS AND SUPPORTING MEMBERS.***

***ONE QUESTION THAT WE CONTINUALLY ANSWER IS REGARDING OUR MEMBERSHIP CATEGORIES...
WHAT IF WE RENAMED THEM TO BETTER INDICATE THEIR PURPOSE?***

Possible New Membership Levels

- **"Member Partner"**
 - *Provides an increased sense of ownership in the cause.*
- **"Sustaining Partner"**
 - *Provides an increased understanding of the commitment – financial and in-kind.*
- **"Governing Partner"**
 - *Provides a clear indication of the perk provided for fundraising – governance.*

DSM Revision Project-

Susan Wright susan@ncsfreedom.org

On February 29, 2012, the APA finished their independent field-testing of the criteria for each diagnosis in the DSM-5. In layterms, a field trial is an evaluation of a product in the context in which it will be used.

I've been in touch with a behavioral clinician who is one of the collaborating investigators for the Paraphilias, and she's kept me apprised of their process. They each conduct a study visit with 4-5 patients during which they conduct a patient survey of the diagnostic checklists and severity measures that have been proposed for each diagnosis. The APA is compiling a huge number of these patient logs in order to verify their criteria are accurate.

Ray Blanchard, a member of the Paraphilias sub workgroup sent me an article he published last April entitled "A Brief History of Field Trials of the DSM Diagnostic Criteria for Paraphilias." In it, Blanchard points out that the National Institute of Mental Health included only three patients with Paraphilias in the DSM-III-TR field tests. It was encouraging that he made the effort to keep us in the loop since NCSF's position is that the current diagnostic criteria for the Paraphilias are confusing and can be misapplied to healthy adults.

In 2011, I was contacted by five reporters last year for articles about the DSM revisions – the biggest one was John Richardson who writes for Esquire Magazine. We should prepare for a big media push next year around the publication.

The good news is that the DSM-5 will be published May 2013!

2012 CP Stewardship Report

Laura Carlson laura@ncsfreedom.org

The CP Stewardship program was first talked about at our board retreat in 2009, we thought that it may be a better way to have more contact with you, the Coalition Partners. After a few rocky starts at getting it off the ground, it has now been through one full rotation now and it went fairly well. There was approximately a 60% response; however, a number of CP reps that did not return calls or emails, so hopefully we are still up to date on those groups contact information.

The following are the current CPs that we have in the system:

- Adventures in Sexuality (Columbus, OH)
- Albany Power Exchange (Albany, NY)
- Arizona Power Exchange (Phoenix, AZ)
- Beyond Leather (Ft. Lauderdale, FL)
- Black BEAT Inc. (Baltimore, MD)
- Black Rose (Washington DC)
- Boise BDSM Society (Boise, ID)
- CAPEX (Charlotte, NC)
- Center for Sex Positive Culture (Seattle, WA)
- Chicago Age Players (Chicago, IL)
- Club X (San Diego, CA)
- DC TNG (Washington DC)
- DFW Power Exchange (Dallas, TX)
- Dr. Clockwork (NJ)
- Eau Claire Munch (Eau Claire, WI)
- Females Investigating Sexual Terrain - FIST (Baltimore, MD)
- FetFest by Born Lucky Productions (MD/DC/VA)
- FetLife.com
- Fox Valley Kink Community (Neenah, WI)
- House Blackheart (Thomasville, NC)
- House of Decorum (Greenville, SC)
- International Ms. Leather - IMsL
- Jacksonville TNG (Jacksonville, FL)
- Kevin Carlson (Boise, ID)
- Knights of Leather (Minneapolis, MN)
- LA Noble (New Orleans, LA)
- Leather SINS (Chicago, IL)
- Lesbian Sex Mafia (New York, NY)
- MaST Evansville (Evansville, IN)
- Midwest Alternatives (Lincoln, NE)
- Midwest Fantasy Adventures (Chicago, IL)
- Minnesota Kinky Youth (St. Paul, MN)
- Minnesota Stocks, Debentures, and Bonds - MSDB (Minneapolis, MN)
- MN Rope - (Minneapolis, MN)

MOB New England (Boston, MA)
Mollena.com
MTTA (Washington DC)
New England Dungeon Society - NEDS (New England)
New England Leather Alliance - NELA (Boston, MA)
New Mexico Leather League (Albuquerque, NM)
Northern Lights (MN)
OhioSMART (Cleveland, OH)
PEPRMNT (St. Paul, MN)
Riverbound (IA/IL)
Rob & Leenie (Clifton Park, NY)
Robin Spector (San Leandro, CA)
Sanctuary for Lifestyle Arts (Dallas, TX)
Satyricon (Madison, WI)
Scarlet Ranch (Denver, CO)
smOdyssey, Inc. (San Jose, CA)
Society of Janus - SOJ (San Francisco, CA)
TABU Social Club (Baltimore, MD)
TES - The Eulenspiegel Society (New York, NY)
The Mark by CPI (Nashville, TN)
The Monarchs (Los Angeles, CA)
The Red Chair (Birmingham, AL)
The Siege (Nashville, TN)
The Treasure Coast Kinksters (Stuart, FL)
The Woodshed Orlando (Orlando, FL)
Threshold (Los Angeles, CA)
TNG Baltimore (Baltimore, MD)
Tulsa Dungeon Society (Tulsa, OK)
University of Minnesota Queer Student Cultural Center (Minneapolis, MN)

Round 2 should be under way in April. Please respond to your respective steward so we can keep a better touch on the pulse and needs of the Coalition Partners.

If any of your information has changed please email it to laura@ncsfreedom.org so that we can keep the files current and that information is going to the correct person.

These changes include:

- ❖ New CP Rep
- ❖ Change in leadership email addresses and phone numbers

Consent Counts

Judy Guerin

judy@ncsfreedom.org

Since the last NCSF annual meeting, we've made substantial progress in the Consent Counts program. This has been an exciting year of accomplishments with the launch of our resource materials on the website and release of some major new products/resources. Consent Counts has become an increasingly important component of NCSF's focus over the past year. Here are our major accomplishments since the last annual meeting:

- Conducted over 60 Consent Counts workshops.
- Developed a new Consent Counts EOP power point.
- Developed a primer for victims of assault/abuse.
- Developed a primer for those accused of assault/abuse.
- Introduced modified legislation in CA SB 430 related to strangulation criminal laws and affected the final legislation. These laws have been enacted in 38 states, with varying degrees of legislation that could prove harmful to consensual BDSM play.
- Developed a strategy for legal CLE programs—the 1st program on civil liberties and developing law is in final draft and scheduled for release in 2012. The second CLE program on criminal law will be drafted during the summer of 2012 and released later in 2012/early 2013. After a couple of presentations with local bar associations, we will produce an online version. These courses will produce a revenue stream for NCSF. We are starting with the DC bar to co-sponsor our first event since we have connections.
- Developed a community discussion guide and survey to help local communities hold discussions on consent and report results back to NCSF. The survey will also be used by EOP presenters and individuals can fill out the survey online. This feedback will be used to draft a community-wide statement on consent for presentation at LLC2013.
- Updated the website with legal research and other information.
- Did significant fundraising, mostly for the general benefit of NCSF versus this specific project. In addition to working on fundraising at Tabu, Dark Odyssey Winter Fire, FetFest, the DC annual private Domme dinner and the DC annual NCSF community-wide fundraiser, I coordinated a number of DC TNG, TNG Baltimore, Dark Odyssey, Metro DC Underground and other fundraisers in the DC metro area. Drafted a grant proposal for Craig's List, which was deferred until their 2012 funding cycle and will be submitted in 2012. Established NCSF as the Friday night beneficiary of Philadelphia Leather Pride Night for 2012. The DC Dominatrixes are launching a national fundraising program using online bidding with pro-doms throughout the country to do parties, sessions, dinners, etc. for the benefit of NCSF.
- Became very active in consent discussions on FetLife.
- Initiated research and examination of Federal trafficking laws used against BDSM practitioners (Marcus and Bagley).
- Started development of law school and domestic violence outreach programs for release in 2012.
- Produced an article for the Folsom Street Program book.
- Sponsored the Sex Workers' Art Festival, which was heavily focused on BDSM & fetish art in 2011, further building our alliances with sex worker rights groups.
- Made presentations about Consent Counts at numerous high profile events and high profile groups, including LLC, Sex Week at Yale, Planned Parenthood (DC), NOW (MD) and sex workers rights groups.

Leather Leadership Conference

Vivienne Kramer vivienne@ncsfreedom.org

At Leather Leadership Conference #14 in Los Angeles NCSF was approached from several of the LLC National Board Members. They asked if we were interested in taking a lead role on an "Activist Track" at the next LLC in Nashville. The Board discussed the proposition and Vivienne was asked to take the lead in liaising with the LLC National Board and the Local Organizing Committee on the particulars.

Over the course of the last year, after much discussion within the NCSF Board and with the appropriate local and national LLC representatives, NCSF has successfully negotiated the official Activist Track at LLC15 in Nashville.

We will be hosting five classes, all lead by NCSF leaders:

- **Train the Trainer**
A Public Speaking 101 combined with a How to talk about BDSM so you can safely and easily talk about the lifestyle to the vanilla world.
- **Consent Counts - Leigha, Susan**
What is Consent, Consent FAQ, Best Practices, What's next and what can you do – Action Items
- **Media Training** with Susan Wright
Learn the basics to be able to go back to your own groups.
- **How to do outreach to Law Enforcement and Mental Health Professionals Presented in collaboration with CARAS**
Jerome Bambrick and Richard Sprott, Executive Director of CARAS.
- **Grassroots Organizing: How to organize a Lobbying Day**
Leigha, Mercury, Susan

NCSF is hoping that this will be the start of a mutually beneficial relationship between the two organizations recognizing that LLC is undergoing some re-working and re-organizing.

NCSF Event Calendar Report-

Mark Richards mark@ncsfreedom.org

Earlier this year Mark took on the task of cleaning up the Event Calendar on the NCSF website and restoring it to usefulness as a resource for both our Coalition Partners and visitors to our website.

The editable source for this calendar is a Google Calendar. A big problem was that events were entered and set to repeat on an annual basis on a certain DATE, Google Calendar not allowing any other type of annual repeat. This, of course, means that events, despite being entered as recurring, should not have been, especially given that most of the events in question are weekend events.

We've turned off the repeat function for all entries, deleted what could not be confirmed and updated what we could.

Our website, however, as of the writing of this report does not yet reflect those updates, because the link between NCSF's Google Calendar and our website is not working. This has been looked into and is being dealt with.

Once this last hurdle is taken care of, this will be publicized to our Coalition Partners as an actively maintained resource.

Volunteer Report

Keira volunteer@ncsfreedom.org suraconda@gmail.com

Keira became the NCSF Volunteer Coordinator November 2011 and has been busy getting the volunteer program up to speed since. We are working on creating more volunteering opportunities, support, and bringing in more volunteers from all over the country. We'll be using the Fetlife NCSF Volunteers group and the NCSF website to do this.

We have 15 volunteers working on various projects now, including social media assistance on Twitter and Facebook, writers for the Newsletter, and a grant-writer.

We are currently in need of graphic designers and press release writers the most.

Our goal is to have significantly more volunteers by June. We excited for the coming year and anticipate an influx of new, enthusiastic volunteers!

If you'd like to volunteer, please contact Keira!

Newsletter and Writing

Julian Wolf julian@ncsfreedom.org

In an attempt to add interest and promote participation from our constituents we've added two regular columns to our newsletter, "Coalition Corner" and "Meet Your Board!" These simple interviews have not only added content to our newsletter but are helping folks get a much better idea of who we are and what we do.

Media Updates are now going out independently from our webmaster and media guru. The goal is to move to a regular biweekly schedule, keeping our news in our constituent's in-boxes, and hopefully on their minds.

We've been actively looking for interesting articles, stories, and different writers to write them up. We've utilized new volunteers and encouraged folks to write their own stories for the newsletter and press releases. Hoping to continue in this vein and keep our news versatile and interesting.

Social Media Report

Race Bannon race@ncsfreedom.org

Following is a report on our NCSF social media program to date.

Twitter

NCSF's Twitter account is @ncsf. URL is <http://twitter.com/ncsf>.

Since January 19, 2012, one or more NCSF tweets have been sent mostly daily. In that time periods our follower count has increased from 3,081 to 3,258 and it continues to grow daily. The number of retweets of our messages has also increased, which further extends our outreach.

Most of the tweets alert followers to NCSF articles posted on the blog, but many also point them to other site locations or encourage membership in NCSF. On occasion we might also retweet other tweets pertinent to our NCSF audience.

Plans for the coming year are to continue to maintain an aggressive Twitter presence, grow our follower base considerably, and increase our overall outreach. We will utilize industry-standard practices and best practices that align with NCSF's unique position. The top priority for NCSF's Twitter strategy is to disseminate NCSF information to as many people as possible. This means that tweets should be informative, easy to understand and created to go viral (be highly shareable).

- To ensure NCSF tweets are informative, we will consistently point to official NCSF blog posts, press releases and other content from our website, when possible. This also drives traffic to the NCSF website where readers may investigate further. We'll use other informative, non-NCSF tweet content, as appropriate.
- To ensure that tweets are easy to understand, we will avoid jargon or vague wording when possible. To ensure that tweets are created to go viral, we will employ the following Twitter techniques:
 - Use appropriate hashtags so that our tweets show up when Twitter members search on them, which is common among Twitter users. For example, appending #sexual #freedom to many of our tweets is likely to drive traffic to our tweets and signups to follow NCSF.
 - Use humor when appropriate. NCSF's business is not always funny, but when we can use humor appropriately to deliver our message, we should since humor is one of the big drivers of virality on Twitter.
 - Tweet interesting and pertinent quotes. People love quotes and they're easy to tweet. These make great filler tweets that easily go viral when NCSF might not have anything else current to tweet.
 - Promote our Coalition Partners and their events/projects. One of the perks of being an NCSF Coalition Partner can be NCSF tweeting appropriate information about partners' organizations, events and projects.
 - Ask for retweeting. One of the best ways to have tweets go viral is to simply ask readers to retweet to their followers. We will do this regularly.
 - Link to other NCSF social media platforms (when in place) such as Facebook and YouTube. The more robust the NCSF overall social media strategy, the more effective it will be.
 - Tweets should be limited to a maximum of 125 characters rather than the maximum 140. This leaves room for retweeting (signified by RT in Twitter jargon) and user names that may accompany a tweet. Maxing out characters creates truncated links/quotes when retweeted, an eyesore and a possible point of confusion.
 - To further reduce tweet length, we have standardized on using ow.ly, a popular ULR shortening site, to reduce the length of links.

Social Media (continued)

Since NCSF does not always post to the website daily, and since keeping NCSF's Twitter information in front of people's eyeballs is important, efforts will be made to tweet at least once daily, if possible. Many organizations tweet more than daily, but having an NCSF tweet in front of our followers at least daily (or at least very frequently) will promote the perception among NCSF followers that NCSF is fully engaged with Twitter (and social media generally).

When possible, tweets will be documented so we maintain a history of what has been tweeted. This will be done in a simple Word document in the format below:

- January 24, 2012
(Please RT) Shop in NCSF's online store and help support sexual freedom for everyone. #sexual #freedom <http://www.cafepress.com/ncsfreedom>
- January 23, 2012
(Please RT) Help NCSF do its important work protecting sexual freedom by joining today. <https://ncsfreedom.org/get-involved/join.html>
- January 22, 2012
"Herman Rockefeller's fall from grace" Read more on our blog. #sexual #freedom <https://ncsfreedom.org/press/blog/item/herman-rockefeller-s-fall-from-grace.html>

Periodically we will document the number of followers NCSF has on Twitter to gauge how effective our outreach is on Twitter. This is a great metric to analyze as NCSF broadens its Twitter strategy.

In the future, we plan to assess the effectiveness of our Twitter efforts through the use of some available metrics tracking sites such as www.twittercounter.com. We will also investigate other sites to assist us in monitoring trending topics. www.tweetreach.com and www.klout.com are potential candidates.

NCSF will follow other appropriate people, organizations and businesses on Twitter since that tends to promote followers to NCSF and demonstrates that NCSF is fully engaged on Twitter and not just "pushing" out content, but also "pulling" in content we value. We periodically check the NCSF Twitter feed tweets to view what our followers are tweeting since this can end up being quite relevant to NCSF and our mission.

Over time we will utilize the "lists" feature of Twitter to filter and compartmentalize followers/businesses/organizations that have similar and important information and news. This feature can also be used to minimize the "clutter" than can come with having a heavy traffic Twitter page.

Though it may seem slightly gimmicky, utilizing celebrity support or engaging in pertinent conversations with celebrities on Twitter who are relevant to @ncsf's general mission is a great way to network as well as garner support and followers. Being the featured and most vocal (or most tweeted, in this case) organization to publicly comment about hot button issues and trending topics is another way to ensure Twitter visibility. Tweeting live from any and all events attended by members of @ncsf is also a consideration. Using NCSF event hashtags may be advisable in the future. We will consider all of the strategies in the future as we build our Twitter presence.

Facebook

NCSF now has an organizational, nonprofit Facebook page: <http://facebook.com/NCSFreedom>.

Since this is very new, a full-fledged strategy developed yet, but it is in the works. For now, the strategy is to (1) continue to encourage Facebook users to Like the page, and (2) to regularly post information and messaging to the page wall with the intention of promoting virality (sharing) to the greatest extent possible.

As of February 24, 2012, the page has been Liked by 160 people (which is a very good rate of Liking uptake for a new page).

Strategy/Goals for 2012/Q-1 2013

- Focus heavily on a major PR campaign and launch of our CLE program, including a brochure targeting law students, attorneys and prosecutors.
- Develop an online version of our Consent Counts workshop and CLE program.
- Initiate more online education and information about Consent Counts: Internet Forums, Podcasts, blogs, twitter.
- Improve communications with the M/s community and develop common ground for Consent Counts in M/s relationships.
- Develop a formal outreach program for anti-domestic violence advocates and groups.
- Update legal research and increase focus on trafficking laws.
- Update brochure.
- Increase major program presentations and strategy discussions in key cities: NYC, DC, Chicago, Seattle, SF, Boston, (Phoenix/Dallas), (Florida/or somewhere in the South) which would also include a broader focus to include allies. This will prove helpful to our development of a consent statement and also start to draw more allies into our cause.
- Finalize and promote a statement on consent for presenters of all BDSM topics to include in their presentations.
- Increase general publicity through op-ed articles in friendly media.
- Reorganize legal committee for Consent Counts to better serve the needs of NCSF generally.
- Develop added marketing materials, including a slogan.
- Increase focus on outreach to young people, including TNG groups, college and law school students.
- Do outreach & gain endorsements from high profile individuals & groups.

NCSF Foundation Report

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Finances:

Foundation revenue in 2011 was sharply down by nearly 16% (including funds raised/held on behalf of fiscal clients), to \$14,692.20, while expenses increased to \$14,045.12. This created a small favorable outcome of surplus of revenue over expense of \$647.08 after all expenses (including funds expended on behalf of fiscal clients).

Major Initiatives:

- **Public outreach**

We maintained a presence at the Annual Meeting of the American Association of Sexuality Educators, Counselors and Therapists (AASECT) meeting in San Diego, California, supporting our DSM Revision project and our Kink Aware Professionals registry.

We also raised our visibility with our polyamorous constituents by a sponsorship at the 6th Annual PolyLiving Conference in Philadelphia.


- **Kink Aware Professionals**

The number of listings in the KAP registry grew by nearly 12% to 939 as of February 2012.

- **DSM Revision Project**

We continued to advance our effort to protect our constituents from being swept up in the current revision of the American Psychiatric Association's Diagnostic and Statistical Manual. We will continue to press APA to adhere to its own professed standards of scientific integrity as this process unfolds over the next several years. NCSF continues to hold direct discussions with representatives on the APA's Paraphilias Work Group.

- **Educational Outreach Project**

During 2011, we made  EOP presentations, including our newest – *Child Custody & Divorce: Considerations for Alternative Lifestyles*.

- **Fiscal Sponsorship**

In 2011, we took on the role of fiscal sponsor for the 25th Anniversary of the International Ms. Leather project, **Bring an IMsL to ImsL**. This Project helped support the expenses to bring the titleholders together for the 25th anniversary of IMsL, where these remarkable activists shared their stories and contributions to leather history both in person, and as part of an archival video project for the Women's Leather History Project of the Leather Archives and Museum.

- **Consent Counts**

We are dramatically stepping up our Consent Counts program as we seek to initiate a new community discussion around the topic of consent – its meanings, application, and usefulness in the wider world in criminal and civil proceedings. See the separate Consent Counts report for the exciting details.

Income Statement

	Jan-Dec 2010	Jan - Dec 2011	2011 Budget
Income			
Donations and Memberships	66,648.41	77,807.64	73,000.00
Expenses			
Advertising/Marketing	1,388.00	1,500.00	1,500.00
Bank Fees	110.90	100.23	150.00
Business Licesnes etc.	0.00	0.00	250.00
Computer Expense	2,316.91	488.44	2,000.00
Contract Labor	0.00	380.00	0.00
Employee Benefits	1,666.59	0.00	0.00
Internet	532.79	223.30	750.00
Merchant Account Fees	946.93	948.59	1,000.00
Office Supplies	2,636.30	1,329.26	1,500.00
Pay Pal Fees	0.00	58.54	100.00
Payroll Expense	771.89	488.19	500.00
Payroll Taxes	3,308.45	2,037.97	2,500.00
Payroll Wages	8,862.56	11,838.02	12,000.00
Postage	4,564.28	3,712.33	4,500.00
Printing	12,204.09	9,366.95	10,000.00
Professional Fees	918.95	900.00	1,500.00
Program Expense	10,206.30	14,861.72	15,000.00
Rent	1,100.00	1,100.00	1,200.00
Tee Shirts	1,473.75	0.00	0.00
Telephones	4,552.03	3,894.57	4,000.00
Travel	5,089.63	5,301.36	5,000.00
Website	3,410.62	5,968.04	6,000.00
	<u>66,060.97</u>	<u>64,497.51</u>	<u>69,450.00</u>
Net Income	587.44	13,310.13	3,550.00

2012 Budget

	ACTUAL 2012 BUDGET
<u>REVENUES</u>	
Donations/Contributions	\$75,000.00
Monthly Giving	\$2,500.00
Membership Dues	\$6,000.00
Grants	\$5,000.00
<u>TOTAL REVENUES</u>	<u>\$88,500.00</u>
<u>EXPENSES</u>	
ACCOUNTING	\$2,000.00
ADVERTISING & MARKETING	\$5,000.00
BANK FEES	\$150.00
BUSINESS LICENSES	\$750.00
COMPUTER HW/SW EXPENSE	\$2,500.00
CONFERENCES EXPENSE	\$3,000.00
GENERAL TRAVEL EXPENSE	\$3,000.00
PROGRAM EXPENSE	\$15,000.00
MERCHANT CARD EXPENSE	\$1,000.00
OCCUPANCY EXPENSE	\$2,400.00
OFFICE TELEPHONE EXPENSE	\$4,000.00
PAYROLL AND EMPLOYEE BENEFITS	\$18,000.00
POSTAGE AND SHIPPING EXPENSE	\$7,500.00
PRINTING EXPENSE	\$12,000.00
PUBLICATIONS	\$2,000.00
SUPPLIES EXPENSE	\$2,000.00
TELE-CONFERENCING/WEBINARS	\$2,000.00
DEVELOPMENT	\$5,000.00
<u>TOTAL EXPENSES</u>	<u>\$87,300.00</u>
NET INCOME	\$1,200.00