



MEDIA KIT

MOMS FOR AMERICA®



MEDIA CONTACT

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MomsforAmerica.us

ABOUT US



Moms for America is a 501(c)3 non-profit organization founded in 2004 by Kimberly Fletcher. The organization's mission is to *Empower Moms* to promote the principles of freedom, free markets, and limited government that will protect our God-given liberties for future generations. **Moms for America®** believes that liberty begins at home. Since its founding, we have set out to help moms across the country raise patriots and engage in the public square through activism and running for office to heal America from the inside out. **Moms for America®** is known for being the fastest-growing women's movement in America.

WHAT WE BELIEVE

- 1. We believe in God-given rights.** We believe the rights proclaimed in the Declaration of Independence and the preamble to the US Constitution are incontrovertible. As such, we commit to defend the right to life, liberty, and the pursuit of happiness (which includes private property) by preserving and protecting the Constitution of the United States and the Bill of Rights.
- 2. We value personal responsibility.** This belief calls people up to self-governance, the value of work and the joy of self-determination and is supported in the US Constitution and natural law. As such, we endeavor to limit Government to its proper role.
- 3. We believe love is strong.** As such, we celebrate the intrinsic dignity of each member of the human race and honor that he or she is created purposefully in the image of God and should enjoy the rights in the Constitution from the time of conception.
- 4. We value freedom.** We believe it is the foundation for a good society. As such, we actively study and apply freedom principles and promote the truth of our liberty loving heritage.
- 5. We believe freedom rights are maintained through engaged citizens who inspire good leadership.** When leadership is flawed, we believe that freedom principles are the appropriate provocation to usher in new leaders who govern by inspiration, lead by example, stand strong for limited government, and support educational, economic, and religious freedom.
- 6. We value the family.** We celebrate various solid educational platforms but affirm that the home is the best place to instill a love and understanding of liberty.
- 7. We believe in parental rights.** We honor the right and responsibility of parents to rear and cultivate their children educationally, socially, vocationally and in all matters of faith.

LEADERSHIP BIOS



Kimberly Fletcher

Founder & President, Moms for America®

Kimberly Fletcher is the wife of a retired Air Force officer and mother of eight children. She is the founder and president of **Moms for America®** and **Moms for America Action**. With over 20 years' experience in grassroots activism, Kimberly has grown **Moms for America®** into a powerful platform building grassroots networks across the country. Kimberly is an author, columnist, radio host and contributing writer with Townhall.com. She has been featured in numerous national media outlets including The Blaze, NewsMax, OANN, the Rush Limbaugh Show, and Fox News. Kimberly has made it her personal mission to educate and inspire the women of America to realize their immeasurable worth and powerful influence in our country and culture simply by being who they are.



Debbie Kraulidis

Vice President, Chief Events Officer, Moms for America®

With 25 years' experience in the television broadcast industry, politics, special events and music, Debbie brings both skill and passion to her role as Vice President of **Moms for America®**. As a mother of three, her passionate advocacy for liberty has elevated our new **Moms for America® Podcast**, of which she is the host, to one of the fastest growing podcasts on Charisma Media.

For over 25 years she has produced live special events and has worked for many of the top-rated national television shows, including EXTRA TV, primarily covering national news stories, celebrities and movie premiers. Debbie has proudly served on the leadership team of several Congressional, State Representative, County and Township campaigns, culminating in becoming an elected official herself in her community.



Zachary Fletcher

Chief Marketing Officer, Moms for America

Leveraging over 12 years of experience in branding, digital strategy, and organizational growth, Zach oversees all marketing, branding, and communications aspects of **Moms for America**.



Tarin Swain

Director of Communications, Moms for America

Tarin, a devoted mother of six, leverages her extensive expertise in fintech and edtech to excel as Director of Communications. Her hands-on experience in the fast-paced worlds of AI and social media equips her with a unique ability to craft compelling narratives and drive strategic engagement. Tarin's versatile skill set, coupled with her proven adaptability, makes her an exceptional leader in shaping impactful communication strategies.

View our full list of team members on our website:
MomsforAmerica.us or scan the code.



TESTIMONIALS



“Cottage Meetings are inspirational, informative & empowering.”

— **Kirk Cameron**, Actor, Documentary Filmmaker, TV Show Host, Producer, & Author



“Moms for America is a tremendous grass roots organization. They are great people, and with your help they will make a big difference. Please do everything you can to support them.”

— **Jon Voight**, Academy Award Winning Actor

“Moms for America has the front lines, the middle lines, and the back lines. They are the most fierce fighters for our kids that we will ever know. Support them any way you can.”

— **John Rich**, Multi-Platinum Hit Generator & Music Industry Leader



“Moms for America is exactly on track and is doing the right thing for our country and our children.”

— **Marjorie Taylor Greene**, U.S. Congresswoman, Georgia

“I would like to take this opportunity to commend all those involved with this extraordinary national organization as you set out to inform women throughout America on the issues that affect their lives.”

— **Jim Jordan**, U.S. Congressman, Ohio



“What Turning Point USA is doing for America’s campuses, Moms for America is doing for the mothers and homes of America. We can’t wait until college to reach America’s youth. We need to start at home!”

— **Charlie Kirk**, Founder & President, Turning Point USA

“Moms for America has launched a powerful movement to give voice to the silent majority of women, mothers. These are the women of true power who are raising the future and affecting the nation.”

— **Sam Sorbo**, Author, Actor



PROGRAMS



Cottage Meeting Project

Liberty begins at home. Moms who learn and teach the principles of freedom in their homes will change the course of this nation. That's what Cottage Meetings are all about! In just 12 fun and inspiring classes, moms, grandmas, and everybody else will develop a greater understanding of the principles of liberty and the Constitution, granting them the confidence to speak out in the public square and teach their children at home.



Restoring Patriotism

Restoring Patriotism is one of our biggest campaigns yet to bring back the principles this country was founded upon. It's time to stop playing defense in America. It's time to bring patriotism to the forefront of our homes, schools, and communities. Restoring Patriotism seeks to bring back the heart of America to every generation through an all-encompassing approach including classes for moms and kids; Liberty Trips for families to visit historic sites around the country; a kids' patriotic activity pack; and patriotic gear for the whole family. We shouldn't have to question standing for the American flag—and we should never teach our children to kneel for it. At **Moms for America®**, we are unapologetically proud to be Americans, and believe our children should be, too!





Empower Moms



Empower Moms was designed to connect, equip, and mentor moms as they take control of their children's education. From school boards to school choice to protecting parental rights, this program provides the resources and support every mom needs to navigate the political climate that has infiltrated public schools today.

Moms will find help with:

- Engaging School Boards
- Running for School Board
- Understanding Educational Options
- Standing Up for Parental Rights
- Monitoring and Addressing Dangerous Curriculum



MomVote



Our newest program focuses on mobilizing moms to vote. By increasing the information and resources available, we inspire and equip moms to:

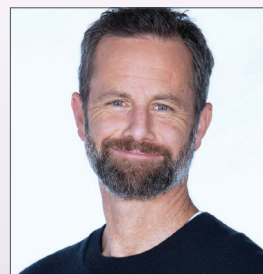
- Register to Vote
- Stay Informed about the Issues
- Learn to Speak Out in the Public Square
- Protect Election Integrity
- Become a Voice for their Families



Moms for America® Podcast

Hosted by Debbie Kraulidis, the **Moms for America® Podcast** is one of the fastest growing podcasts on the Charisma Podcast Network. Each week, Debbie and her special guests tackle the issues facing moms today. Discussions include personal stories and advice about how women can build a strong foundation of faith, family, and freedom in their homes. From CRT to cancel culture to balancing work and motherhood, you'll find every issue is a mom issue!

Along with a variety of expert moms discussing the latest topics and culture issues facing moms, we also had a great lineup of special guests like — Kelly Ann Conway, Dallas Jenkins, Alli Beth Stuckey, Kirk Cameron, Riley Gaines Barker, Ryan Bomberger, John Rich and Kali Fontanilla to name a few.



SOCIAL MEDIA



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LISTEN TO OUR MOMS FOR AMERICA® PODCAST ON THESE PLATFORMS



Rumble



Spotify



YouTube



Bit Chute



Apple
Podcasts



Amazon
Music



iHeart
Radio



Charisma Podcast
Network

OUR IMPACT



From Supreme Court nominations to school board elections, **Moms for America®** has spent the past 20 years engaging the public as a voice of reason on the political and cultural issues of our day.

- Established a national network of **over 500,000 moms** from **all 50 states**
- Held Moms March for America — **live-streamed in all 50 states and 23 countries**
- Launched our signature program, **the Cottage Meeting Project**
- Introduced Declaration of Mothers into the **Congressional Record**
- Established a **nationwide Hispanic Outreach Program**
- Helped seat a **Supreme Court Justice**
- Launched the **Moms for America Podcast**
- Published **30+ books and resources**
- Flipped school board and city council seats in **27 states**
- Trained **2,000 school board members**
- Filed **750 FOIA requests**
- Introduced **FCC Standard Bill**
- Helped pass legislation in **22 states and U.S. Congress**
- Launched **Abigail Adams Project** (rebranded as MomVote)
- Provided **thousands of trainings and events**
- Introduced Moms for America report card **grading all 535 members of Congress**
- Held **dozens of national and regional press conferences**
- Achieved **thousands of media hits**



BRAND RESOURCES



OUR LOGO

The **Moms for America**® logo is the soul of the brand. It is imperative that the logo standards are followed to ensure the authenticity of the brand. The primary logo is the preferred version and should be used whenever possible.

Please do not change, alter, crop or distort the logo in any way.

LOGO ALTERNATIVES

To avoid possible legibility issues, alternative logos have been developed for applications with limited space or color.

Use these logo variations when needed; stacked, black or white.



BRAND COLORS

MAIN LOGO PURPLE #653392	Secondary Purple & Group Logos Purple Hair #a67ccc	Logo Dark Gray #575959	#4c2876	Logo Light Gray #d0cbd2
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DOWNLOAD LOGOS

These logos are for use by Media Outlets only. They are not to be used by MFA Groups or members, or for apparel of any kind. Please contact **Moms for America** if you are in need of a logo for your group or apparel.

Clicking on the link will download a zip file to your computer's download folder.

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