



Moms for America®

**BOLD VISION 2020 and beyond**

Below is a list of our goals for 2020 and the next two years. Each project meets our three-fold mission to Empower Moms, Promote Liberty and Raise a New Generation of patriots. Projects are organized under our four operational divisions: MomLinks, MomTalks, MomsMarch, and MomVote. For further details or additional information on these projects please contact Kimberly Fletcher, President & Founder, Moms for America®

## **MomLinks: *Raising Patriots***

MomLinks are our local groups of moms meeting in communities throughout America to learn the principles of liberty and public virtue, nurture those principles in their home and promote them in their communities.

Through inspiring stories, relatable examples, and personal experiences moms learn the principles of liberty in a way that instantly resonates with them. By meeting just once a month, by the end of a year, these moms have more knowledge and understanding of the Constitution and principles of liberty than the majority of elected officials, lawyers and judges in the country. And we have the anecdotal evidence to prove it! There are four different formats moms can choose from: MomiU (with moms of preschoolers and working moms in mind) MomReads (our liberty-promoting book club) The Family Lobby (teaching principles of self-government and connecting families with their representatives) and our signature program—the Cottage Meeting Project.



**EDUCATE**

### **Target Goals**

We currently have active **MomLinks** groups in 23 states. We want to expand that to all 50 by 2021. To provide more support to these groups, we're organizing state networks and training Liaisons in each state to grow the movement and build mom activist networks in all 50 states. Currently we have State Liaisons in 11 states. Our number one goal is to have State Liaisons assigned and trained in the 14 states on our Target List for 2020 by February of 2020. Goal number two is to have State Liaisons in place in all 50 states by the fall of 2021.

**In the last few months we've been approached by moms in the critical states of OH, PA, NH, and GA** wanting to build networks in those states. We have the program and plan ready to launch in every one of these states we just need the financial support to get it done.

**National Family Lobby Day:** There is a deep disconnect between families and those elected to represent them. It is more than clear that the majority of Americans

share the values of faith, family, and freedom but those values are rarely represented or reflected in those we elect to represent us. In an effort to counter that and engage families in the electoral process, **Moms for America®** designating the 2nd Tuesday in February each year (beginning in 2020) as **National Family Lobby Day**, encouraging families to meet with their national, state, or local elected representatives. We are partnering with state family groups to host, plan and coordinate family lobby days in each state. We are also hosting a Family Lobby Day at the U.S. Capitol the same day where families can meet with their Senators and Congressmen and enjoy engaging, informative presentations from Heritage Foundation and Leadership Institute. We've created a 3-day adventure for families surrounding Family Lobby Day including a private Capitol Tour, exclusive White House Tour and historic monument tour with Tim Barton of Wallbuilders. This is a fun, empowering way to connect moms and families with their elected leaders and see first-hand how self-government works.

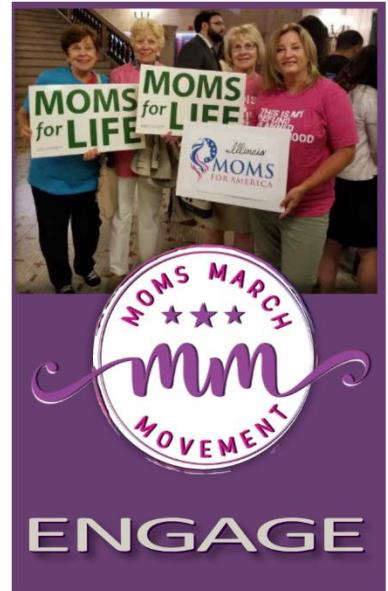
## **MomsMarch: Empowering Moms**

**MomsMarch** is the educational action arm of **Moms for America®**--a powerful platform giving voice and value to the silent majority of moms on the political and cultural issues of our day. This dynamic platform introduces a much needed voice of truth in a time of deception, and commonsense in an era of irrational thought and radical agendas—largely being promoted by women! **Moms for America®** provides a powerful counter-voice to the dangerous, anti-freedom agendas of radical feminism through the **MomsMarch** Movement.

We played a critical role during the Kavanaugh confirmation process, took a stand on gun rights, stood in opposition to radical abortion laws, visited our southern border to interview moms on how the border crisis is impacting their home and families, and in July, we held the Gold Star Rally for Freedom at the U.S. Capitol to counter socialism. We have been applauded by numerous members of Congress and state legislators thanking us for providing an alternate voice of women on these critical issues.

### **Target Goals**

 **Border Security:** Our trip to the southern border in November 2018 was highly successful and completely enlightening. We took a group of moms from around the country to see for ourselves what's going on at the border. What we found was beyond comprehension. Mothers and children have become the first line of defense for a mass invasion of aggressive men. But it was the stories we heard from mothers on *both* sides of the border that had the greatest impact on us. They told us about the children being used as pawns by men trying to claim asylum, women raped on the trail and families terrorized by cartels in Mexico. These are not the stories you see in the media but they are the stories that need to be told and heard.



We interviewed many of these moms, posted the interviews on our YouTube channel, shared them via social media and with members of Congress. The impact was instant. Women were appalled by what they saw and heard and the conversation on border security took a much different turn with many members of congress after seeing our videos. In 2020, we want to create a two-part documentary sharing these stories. We plan to go back to the border, visiting all four Border States, interviewing moms, families, border agents, and elected officials to tell the real story of the border and why we need to secure it for the safety and protection of women and children on *both* sides of the border.

**MommySense:** Realizing the power of video to connect and change hearts and minds, **Moms for America®** is launching a video series addressing hot topics with a commonsense approach from a mom's perspective. The videos will be short 5 to 10 minutes with images and animations. Topics will include gun control, border security, life, gender identity, minimum wage, property rights and many more. Our goal is to create 50 videos in the next two years.

## **MomTalks: Promoting Liberty**

**MomTalks** are like TED Talks only for Moms! Held in cities throughout the country, **MomTalks** cover all topics related to moms from parenting to public policy because all issues are mom issues! The events are live-streamed and following each event, are uploaded onto our **MomTalks** YouTube to create timeless messages of truth to share through social media. **MomTalks** educate and engage moms on issues of the day and encourage them in their most important role—raising the future of America!



### **Target Goals**

After holding **MomTalks** in cities in New York, Texas, and Utah we have refined our model and are ready to take it on the road in 2020 focusing on key communities in the most important states for the 2020 Election. Our goal is 25 cities in 2020. We have received requests from women in several cities (including cities in Ohio and Pennsylvania) asking us to bring **MomTalks** to their communities. With the financial resources we need, we can!



## **MomVote: Empowering Moms/Promoting Liberty**

In the past ten years we have realized something through our interactions with women across the country that has provided some valuable answers as to why conservative values keep losing in elections. The reason is moms! What we've found is that the majority of conservative women of faith not only don't vote, they aren't even registered to vote. In 2018, **Moms for America®** launched **MomVote** to change that.

**MomVote** is a powerful, educational resource helping women understand how the electoral process works both nationally and locally and how we can maximize the power of our voice through our

vote. We tested **MomVote** in the 2018 election. In all five of the congressional districts where we focused our messaging with moms, the conservative candidate won. Imagine what we can do in 2020!

### **Target Goals**

We have big, bold plans for **MomVote** in 2020—building on the foundation of our other projects. The goal is to launch 2020 with a national bus tour to celebrate the 100<sup>th</sup> year anniversary of the 19<sup>th</sup> Amendment. The wrapped bus will display vibrant images declaring: **Moms for America® — Celebrating 100 Years of the Women Vote!** The bus tour will focus on key battleground states in 2020 to engage moms, build our network, and register mom voters. Stops will coincide with **MomTalks** events, local fairs, festivals and community events in our 14 targeted states which include: OH, PA, GA, FL, NC, IA, WI, MI, MN, ME, NH, TX, AZ, NE.

We have partnered with several organizations to provide voter information and create our own **MomVote** nonpartisan voter guides for our state teams and network partners to share and distribute. We are also working with a tech team to create an app to mobilize our mom network, share voter information and ensure conservative suburban moms get out to vote on Election Day. **This is our most expensive project but based on our past successes, we feel it well worth the investment!**

### **A Bold Vision!**

As you can tell we have a bold vision for the next two years with a major focus on the 2020 Election. We have lofty goals but they are completely attainable, and with your support, we can meet those goals.

**Bottom line is, conservative women are hungering for what we have to offer.** They love our message of hope, anxiously engage in our programs and thoroughly enjoy connecting with other like-minded moms in their communities and across the country. We are impacting our culture by reviving the sense of community and spirit of sisterhood that once thrived among the women of America. And those women are uniting in a mighty movement to raise the bar of decency, civility, and humanity in our culture, and promote the principles and values that made America the freest, most prosperous nation on earth! Hope is reflected in our vision of the future and this is a vision we can believe in.

See the following page for information on how you can support this mighty movement of moms to reclaim our culture and secure the MomVote in 2020! We look forward to partnering with you in this exciting adventure. The future of America is in our hands!



*Moms for America®* is creating long-term, sustainable impact with our focus on home and family and distinct connection with the mothers of America.



YES! I would like to help take Moms for America® to the next level to support the ongoing mission to reclaim our culture for truth, family, freedom, and get out the MomVote in 2020.

Please accept my gift in the amount of \$\_\_\_\_\_

**Moms for America®** is a national, non-profit, 501(c)(3) corporation dedicated to promoting a foundation of liberty and civility in the homes of America, through the mothers of America, to raise a new generation of patriots, and heal America from the inside out!

Your tax-deductible gift helps fund the family-focused, liberty-promoting programs and resources of **Moms for America®**. You can make your donation right online through our secure donation link or via mail using the form below. Checks should be made out to **Moms for America®**.

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**Online Donation Link** <https://secure.anedot.com/moms/donatetoday>  
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