



# Cottage Meeting Project

Moms for America's Signature Program®

**THE PROBLEM:** There are many organizations that focus on public policy and elections, but no other right of center organization in the country has made reaching mothers a priority.

**THE SOLUTION:** Cottage Meetings. Cottage Meetings equip, educate and engage moms on their terms--in their homes, growing and nurturing relationships in their family and with other moms in their community. Connecting mothers to one another and providing valuable resources, MFA helps them raise children filled with the knowledge, courage, and wisdom to raise the standard of civility and secure the blessings of liberty.

*The mother is the one supreme asset of national life; she is more important by far than the successful statesman, or business man, or artist, or scientist.*

—Theodore Roosevelt



**Forty years ago, author Vaughn J. Featherstone wrote, "Our concern isn't about the flames of freedom which burn in *our* generation. The concern is that in the *upcoming* generation, the fire has never been kindled."**

Today we are seeing the results of that dying flame as rising generations increasingly embrace socialism and some of our own members of congress demand we accept it. **This is the direct result** of four decades of an education system and culture that has systematically removed the American story from our children's hearts. While fighting the culture war has become an uphill battle almost impossible to win, there *is* something we can do right now, in the one place where we still have monumental influence on the future of our country —the HOME.

There are many organizations that focus on public policy and activism. **Moms for America®** is the only organization laser-focused on promoting liberty through the powerful influence of mothers. Our signature program—**Cottage Meeting Project** is a direct avenue to reach and engage with mothers.

The Cottage Meeting Project is a simple project with profound results. Through inspiring stories, personal experiences and relatable examples, moms learn the principles of liberty in a way that instantly resonates with them. Simply by meeting once a month, by the end of the year these moms have more knowledge and understanding of the Constitution and principles of liberty than the majority of elected officials in America.

## Education Leads to Activism!

As Cottage Meetings have formed and grown over the past four years, hearts and homes have literally been changed. The new found passion moms gain leads them to be actively involved in promoting liberty in their homes, communities and through their vote.



If we teach them  
*why* we stand,  
they will never  
question whether  
or not they should.



“It easier to build strong  
children than to repair  
broken men.”

—Frederick Douglas

### **Moms for America®** Cottage Meetings

Currently there are 113 Cottage Meetings in 23 states, hosted by moms in their homes each week. The title we give each one of these mom leaders is "Hostess," because each mom has carved out one night a week to link other moms together around the unique ideas that make America exceptional--the principles of liberty, our Bill of Rights, personal responsibility.

Last Summer we started a virtual Cottage Meeting Series that has been a huge success, providing a broad reach, in spite of code, with dozens of moms from across the country attending in person, thousands viewing the videos online and many moms going on to host Cottage Meetings in their own homes with their neighbors and circle of friends.

**Moms for America®** equips each Cottage Meeting group with key resources aimed at helping Hostesses and their guests share the story of America and gain a love of liberty. MFA's Resource Guide, our Cottage Meeting Starter Pack, our Mom Links Magazine, and Book of the Month Club are some of the resources Hostesses choose to employ. Many of our hostesses use MFA's "MomsTalks" videos -- styled after the popular TedTalks videos -- that inspire, encourage and bless busy moms.

**Moms for America®** seeks to grow the number of Hostesses and Cottage Meetings to 400 by the end of 2021. The primary way we grow is through our MomTalks events, and 2021 will be no different. Our goal is to hold 10 Events in 10 cities, and add 200 new Hostesses/Cottage Meetings from our events, and add another 100 new Hostesses/Cottage Meetings utilizing our digital and print outreach, our press events, word-of-mouth, our State Liaisons and earned media hits. Here are just a few comments from reflective of the many moms who have benefited from participating in Cottage Meetings.

*I just participated in your virtual cottage meeting. I cannot tell you how excited I am to have found Moms For America. It is exactly what I needed. I know God led me to all of you.*

—Kelli, Michigan

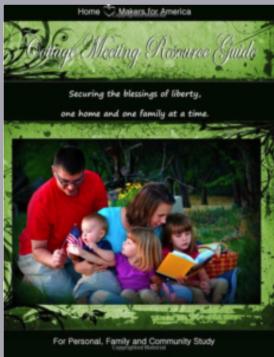
*So worried and frightened by the direction our country is going. I cannot wait until next week! This cottage session was just what I needed. I just ordered the book and will be there next week. God Bless You!*

—Lori, New York

We're on a culture-changing mission to promote the principles of liberty and restore the Republic for ourselves and our children! If you share the belief that solutions begin and end in the home and with the family, **Moms for America®** is uniquely positioned to help you fulfill your deepest desire of making a real and lasting difference in the future of our nation— through the mothers of America.

## Cottage Meeting Project

## 2021 BUDGET



MFA's Cottage Meeting Resource Guide is divided into twelve simple presentations, and provides a solid foundation in the principles of Liberty and Virtue. It includes information, links, and outlines for Hostesses to run their Cottage Meeting.



Cottage Meeting Starter Kit includes American History Stories; the Story Bible; WOMEN: America's Last Best Hope; A More Perfect Union DVD; America DVD; 25 Pocket Constitutions

MFA is focusing heavily on Cottage Meetings and membership services in 2021. Our budget includes the upgrades, support and resources we need to meet and exceed our growth goals.

### **Cottage Meeting Resource Guide Update \$6,000**

Based on feedback from our hostesses we are republishing our Resource Guide, providing the same great content with more professional look and user friendly experience

### **Print 5,000 copies of updated Resource Guide \$20,000**

Our classic Resource Guide sells for \$25.00 Each Cottage Meeting typically purchases 10 guides.

### **2021 Cottage Meeting Starter Kits \$30,000**

Each Starter Kit sells for \$125 each; actual cost is \$100. This budget builds our inventory so kits are ready and on-hand when moms order.

### **10 MomTalks Conferences \$150,000**

Each Conference costs \$15,000 to produce and projected to generate 20 new Cottage Meetings per event, or 200 total, which will reach 2,000 moms nationally.

### **Website Upgrade and Management \$39,000**

\$15,000 is dedicated to update and Streamline our website with focus on Cottage Meetings and MomTalks events. Annual web management is \$24,000 or \$2,000 a month for 12 months

### **Public Relations \$60,000**

\$5,000/month for 12-month campaign reaching more moms through traditional and digital media platforms with media hits, op-eds, and blogs

### **Video Production \$75,000**

Training videos for hostesses, promotional spots, and topical educational videos for Cottage Meeting and Liberty Tree groups for children.

### **Graphic Design \$35,000**

Designing educational, promotional and marketing materials

### **Travel \$125,000**

All staff travel one calendar year

### **Membership Services & Management \$42,000**

Tracking and providing support to Cottage meeting hostesses, creating and managing membership resources and digital marketing and communications.

### **MomLinks Magazine \$28,000**

Writing, development, educational content and management

**TOTAL ANNUAL BUDGET: \$610,000**