



PRESS KIT

MOMS FOR AMERICA®



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MomsForAmerica.us

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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.

LEADERSHIP BIOS



Kimberly Fletcher

President & Founder, Moms for America®

Kimberly Fletcher is the wife of a retired Air Force officer and mother of eight children. She is the president and founder 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, 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.



Quisha King

Sr. Director of Education & Memberships, Moms for America®

Quisha is the mother of 2 daughters and the Founder of the Mass Exodus Movement, which aims to get children out of public schools and into better learning environments. She is currently the host of *The Quisha King Show* and is the former Regional Engagement Coordinator for the Republican National Committee, running the Black Voices for Trump Office in Jacksonville, FL.

Currently, she is a national speaker on education issues and parental rights and has been featured on major news outlets and national TV shows. Quisha received the 2021 Rising Stars Award from the RNC and has been recognized by Governor Ron DeSantis at the 2022 State of the State, the 2020 Faith & Freedom Conference.

Quisha also sang the national anthem for 4 Trump rallies during his 2020 campaign run.

She is dedicated to informing and reforming education by expanding school choice and the conservative message into communities who traditionally do not hear our message.



Tamra Farah

Sr. Director of MomForce, Moms for America®

Tamra serves as the Senior Director of MomForce, **Moms for America**®, boots on the ground initiative where local moms serve as school district-based MomMentors and county-based MFA ambassadors, or Field Moms. MomForce networks, equips, and mentors moms in the battle for parental rights in K-12 education, empowering moms to take back control of their children's education from the kitchen table to the school board. Robust MomForce resources are available on the **Moms for America**® website at MomForce21.com. In addition, MomForce works to ensure that every mom vote counts through MomVote.

Tamra's background in policy and politics spans over a decade including serving as the Deputy State Director for Americans for Prosperity, Colorado, and through engaging in grassroots and public relations initiatives for candidates and issue campaigns. Tamra's six-year effort founding and leading the Human Trafficking Awareness Day at Colorado State Capitol helped inspire the passage of new laws to punish perpetrators and protect victims in the state.

Tamra and her husband, entrepreneur and podcaster, Barry Farah, have a 33- and 29-year-old, and started one of the largest classical charter schools in Colorado and homeschooled their kids in junior and senior school.



Lisa Weaver

Sr. Director of Marketing & Communications, Moms for America®

A former legislative press secretary, Lisa Weaver has an extensive background in communications, marketing, and public policy. Having worked with a number of public officials and non-profit organizations over the last 20 years, she is honored to bring her marketing prowess to the vision and mission of **Moms for America®**.

Lisa is married to her high school sweetheart, with whom she shares two college-age sons. After navigating both public school and homeschool with her two sons, Lisa knows the value of parental involvement in a child's education and is passionate about protecting educational rights of mothers and children and helping equip moms to take a stand in the public square.



TESTIMONIALS



“Moms for America...I know that you’re going to make a big difference so keep doing what you’re doing. We need you so badly at this time in the history of the country.”

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

“It is reassuring in this day and age that there’s an organization such as Moms for America, to maintain and encourage the principles of our founders.”

— **Candy Carson**, wife of Dr. Ben Carson



“What you are doing, Kimberly, I can’t emphasize how important it is...God’s going to honor what your doing. I’m convinced.”

— **Foster Friess**, Entrepreneur, Philanthropist

“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



INITIATIVES



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 and grandmas and anyone else, 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.



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!





MomForce

MomForce was designed to connect, equip, and mentor moms to take control of their children's education from school boards to school choice to protecting parental rights. This initiative provides resources, support, and mentorship in navigating 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 initiative will focus on mobilizing moms to vote, beginning with the 2022 midterm elections. Through increase information and resources, we will 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



SOCIAL MEDIA



FOLLOW US ON THESE PLATFORMS



Facebook.com/MomsforAmerica1



Twitter.com/momsforamerica



Instagram.com/momsforamerica



CloutHub.com/momsforamerica



LISTEN TO OUR MOMS FOR AMERICA® PODCAST ON THESE PLATFORMS



Vimeo



Rumble



Spotify



Apple
Podcasts



Amazon
Music



iHeart
Radio



Charisma Podcast
Network

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.

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



#256c94
Main Color



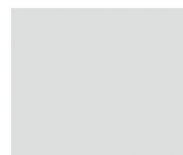
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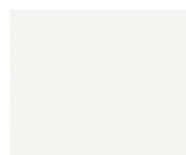
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Main Color



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Bkgd Dark



#f1f1f1
Bkgd Light

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PHOTOS



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