



MomVote®

10 State Plan to Mobilize Moms and Get Out the Mom Vote in 2024



Moms for America is a national movement of moms reclaiming our culture for truth, family, freedom, and the Constitution. **Moms for America Inc.** is our 501c3 educational organization. **Moms for America Action** is our 501c4 Policy Arm. Through both our c3 and c4 Organizations as well as our **MomVote PAC**, we engage, activate, and mobilize moms to exercise their voice through their vote.

Moms for America was founded in 2004 in Dayton Ohio.

Through grassroots efforts and mom-to-mom messaging, Moms for America has grown to over half a million active moms including our ever-growing number of Latina moms.

Mayra Rodriguez
Arizona State Director

Shelli Boggs
Arizona State Liaison





Moms for America has a national network of over 500,000 moms representing all 50 states and more than 200 Moms groups and affiliates across the country.



WHAT WE DO

We activate, empower, and mobilize moms to promote and advance the principles of freedom in their homes, communities, and through their vote.

- ★ **We Activate moms** through extensive local grassroots efforts through Moms Groups and Cottage Meetings.
- ★ **We Empower moms** by providing them with critical information and tools to protect their children from the radical ideologies and anti-American agendas permeating our culture.
- ★ **We mobilize moms** as constitutional activists engaged in shaping the future of our country.

MomVote

MomVote is a comprehensive, strategic grassroots initiative aimed at identifying and cultivating conservative women in 10 critical states to increase voter turnout and ultimately flip the national and statewide elections through the mom vote.

Our 10 State Plan engages and mobilizes moms to get out the mom vote and empowers them to vote their conservative values with confidence.





MomVote 10 State Plan

Reaching 3 Million Moms in 10 Critical States

- ✓ MomVote Resource Center
- ✓ Moms Walkathon Ballot Chasing campaign
- ✓ Mom-to-Mom Texting & Phone calls
- ✓ 10 State GOTV Bus Tour
- ✓ Voter Resources in English & Spanish

MomVote



MomVote is our national grassroots initiative educating moms on critical issues that affect them and their families; providing them with the information they need to vote their conservative, America first values with confidence.

Our MomVote Resource Center provides valuable information to moms from voter registration instructions to congressional and legislative Report Cards, as well as information on the candidates and issues on their ballot, and reminders for key dates and deadlines from early voting to Election Day.



This very strategic, comprehensive, grassroots plan has a proven record of success.

It was first deployed in Utah in 2010 where we successfully flipped a senate seat from Bob Bennett to Mike Lee.

It is the same strategy we used in Virginia in 2021, Florida in 2022 and in state and local races across the country since 2010.

THE MOM FACTOR

2020 sparked a Mom-led revolution as moms across the country became acutely aware of what their children were being exposed to.

In 2021 moms voted to protect their children and their parental rights when they elected Glenn Youngkin.

In 2022 moms flooded to the polls in Florida to vote for Governor DeSantis—the leader who championed moms during Covid lock downs, mask mandates and radical ideologies infiltrating Florida's classrooms.

When moms have a reason to vote and someone they believe in, they vote. The results speak for themselves.



The vast majority of conservative women of faith aren't voting. Most aren't even registered to vote. What happened in Virginia in 2021 is what happens when they do!

Moms are key to winning in November 2024!

Motivating the majority of suburban women to vote their conservative values is vital to winning elections. In this critical election year, when our nation hangs in the balance, Moms for America is rising up and pulling from our two decades of grassroots experience to mobilize an army of moms who will flood to the polls and vote their conservative values.

Reaching moms with messages that speak to their values and prioritize their children's safety and education is critical. That is exactly what we do, and we excel at it because we *are* moms.





ENGAGING MOMS

We know how to talk to moms because we are moms. We know how to mobilize them because we know what moms care about.

PROTECTING OUR KIDS CROSSES ALL DIVIDES!

We launched a one question text survey to moms in 7 battleground states. We only texted Biden voters and independents and we only asked one question:

“Do you support boys playing in girls sports and sharing girls’ bathrooms and locker rooms?”

6 to 1 answered NO!

This is a winning issue in all demographics. This gets moms voting for conservative, commonsense candidates regardless of their Party affiliation. This data is one of the metrics we used when designing our MomVote campaign and what doors we knock on. It is especially well received with moms in Hispanic communities.

THE PLAN

OUR GOAL:

Take back the White House, the Senate, and secure a super majority in the House.

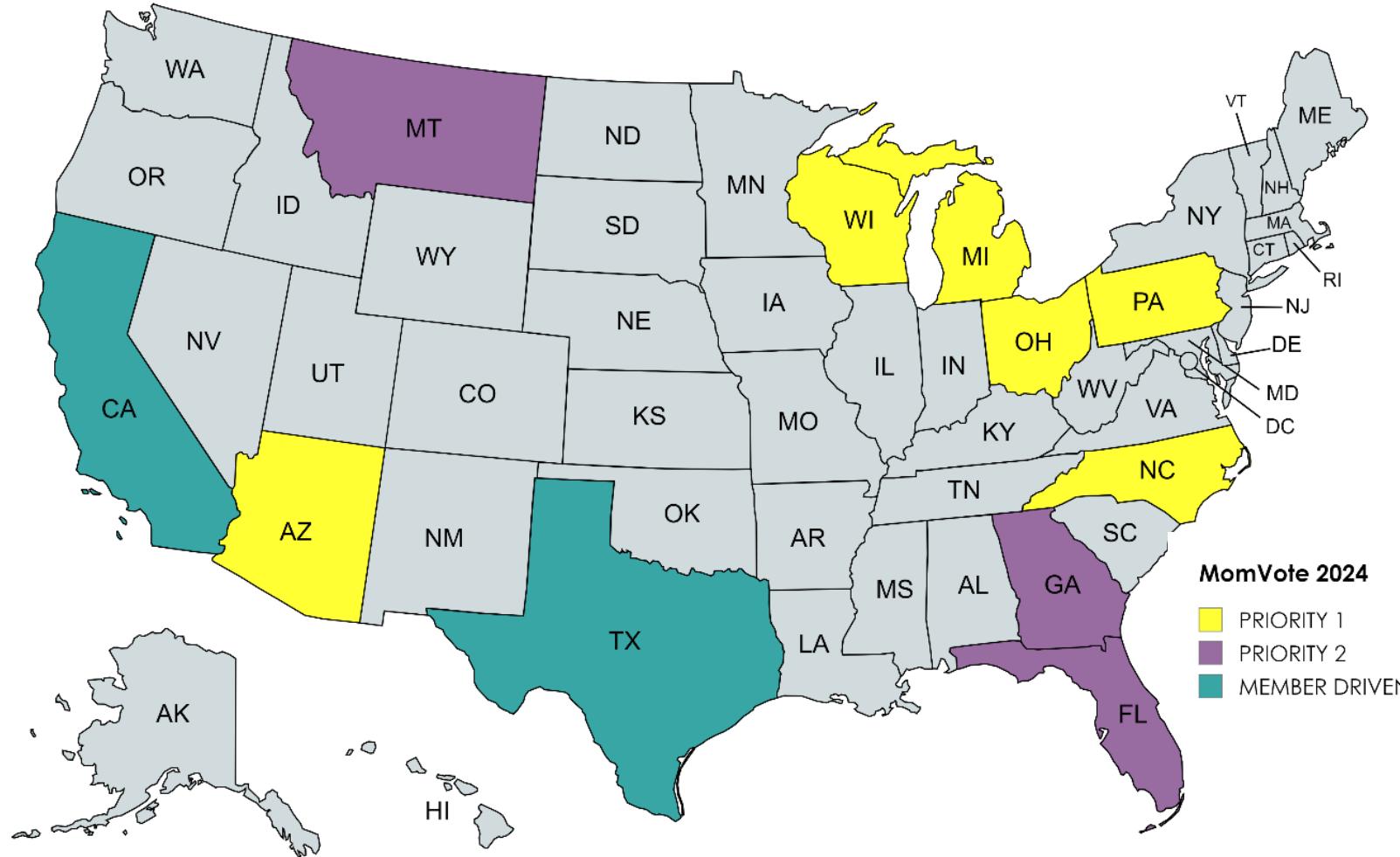
Our total focus is on the mom vote with two objectives:

- ✓ increase the number of conservative women of faith voting their conservative values
- ✓ increase the number of moms in Black and Hispanic communities to vote their conservative values.



DOWNLOAD THE PLAN [10-STATE-MOMVOTE_2024.pdf \(mfaaction.com\)](https://mfaaction.com/10-state-momvote_2024.pdf)

THE STRATEGY



In the last 100 Days we are focusing on 6 critical states targeting the counties and zip codes yielding highest return on voter turnout to win elections. In addition, our CA and TX state directors are leading walkathons and GOTV efforts in their states.

THE STRATEGY

Mobilizing an Army of Moms

IDENTIFY

Using voter, election data and surveys, Moms for America identifies conservative and conservative leaning moms in targeted areas in 10 critical states who have not voted or vote infrequently

ENGAGE

We engage moms through our Cottage Meetings, Walkathon Door knocking campaigns, digital and print media, direct mail, and texting. We connect moms in their community through our events, meet-ups, and walkathons.

ACTIVATE

We provide virtual and in-person training events for our group leaders and volunteers who implement our targeted digital and direct mail media campaign using mom-to-mom messaging focusing on issues moms care about.



Training and Mobilizing
an army of Mom Volunteers
requires full-time
experienced, paid leaders.

BUILDING THE TEAM

We have something the Left does not have—passion! They pay millions of dollars for their grassroots campaigns—everything from door knocking to phone calls. For them it is a paycheck. For us, it is the future of our country.

While we have thousands of moms ready and willing to volunteer, we need to pay our leaders in each state to organize and train them. We cannot win elections on volunteers alone. These moms need to work to provide for their families. They either work for someone else, or they work for us. We lose their best talents when we don't pay for their time.

MOMS WALKATHON

Ballot Chasing Mom Army



Moms for America Makes Ballot Chasing Fun!



Moms have no interest in ballot chasing, or door knocking but they love to connect, walk, talk and meet neighbors. That's why they love our Walkathons. Its all in the packaging.



MARCH-NOVEMBER

- ✓ ARIZONA
- ✓ NORTH CAROLINA
- ✓ MICHIGAN
- ✓ WISCONSIN
- ✓ GEORGIA
- ✓ PENNSYLVANIA



TRAINING & MOBILIZING 5,000 to 10,000 MOM VOLUNTEERS PER STATE

Our Walkathon events provide training, voter registration, and team building. Our white labeled app—in partnership with Turning Point Action—is very simple to use and allows to input the data and reports we gather in real time.





CALL TO ACTION

While we focus on moms, some doors we knock on are answered by men as well. The call to action is the same. Each person we meet is encouraged to sign up on the MomVote Resource Center where they receive updates and reminders on key dates during the election cycle, and have access to nonpartisan information on the candidates and issues on their ballots. It also gives us their contact information so we can communicate with them via text and email right up to Election Day.

VALUABLE INTEL

Our leave-behinds at each door focus on two critical issues moms care about—protecting their children from radical ideology and the crisis at the border. This piece have been very well received and has energized moms to vote to protect their children.

Because we are on the ground in these target counties, we are able to gather vital intel and make adjustments in real time.

For instance, during our North Carolina Walkathon, we realized that most of the moms we talked to—and even several participating in the Walkathon—had no idea what month the election was. We immediately updated our flyers to include November 5th as Election Day.



Mom Vote
mfaaction.com/mom-vote/

**PROTECT OUR CHILDREN:
DID YOU KNOW ?**

- **Early Exposure to Gender Topics:** Did you know gender confusion is being introduced in our schools, targeting children as early as kindergarten?
- **Rapid Transition Conversations:** Did you know Planned Parenthood starts conversations about gender transition with children in a single session, simply by asking, *'Are you comfortable in your body?'* Consider the impact on a child's development.
- **Safety in Schools Compromised:** Did you know the federal government is pressuring schools and universities to allow boys to play in girls sports and share girls lockers and bathrooms, potentially creating unsafe environments for all children?
- **Inappropriate Curriculum Content:** Did you know that some school books and curricula are sexualizing children by pushing adult-themed content at inappropriate ages?

Our schools should be safe spaces focused on education, *not battlegrounds for radical agendas.*

**Your Vote is YOUR Voice
FOR YOUR VALUES!**



Mom Vote
mfaaction.com/mom-vote/

**BORDER CRISIS:
DID YOU KNOW ?**

- **Fentanyl Crisis:** Did you know the border crisis has accelerated the flow of fentanyl into our communities, posing grave risks to public health and safety?
- **Human Trafficking:** Did you know lax border security has increased human trafficking, exploiting vulnerable populations and putting children at risk?
- **Child Exploitation:** Did you know children are being 'recycled' in border crossings, a barbaric practice that endangers their lives and well-being?
- **Crime Increase:** Did you know insufficient border security is linked to increased crime rates, affecting the safety of our families and communities?

**Secure borders are crucial for a safe America
where families can thrive.**

Make Your Voice Heard:

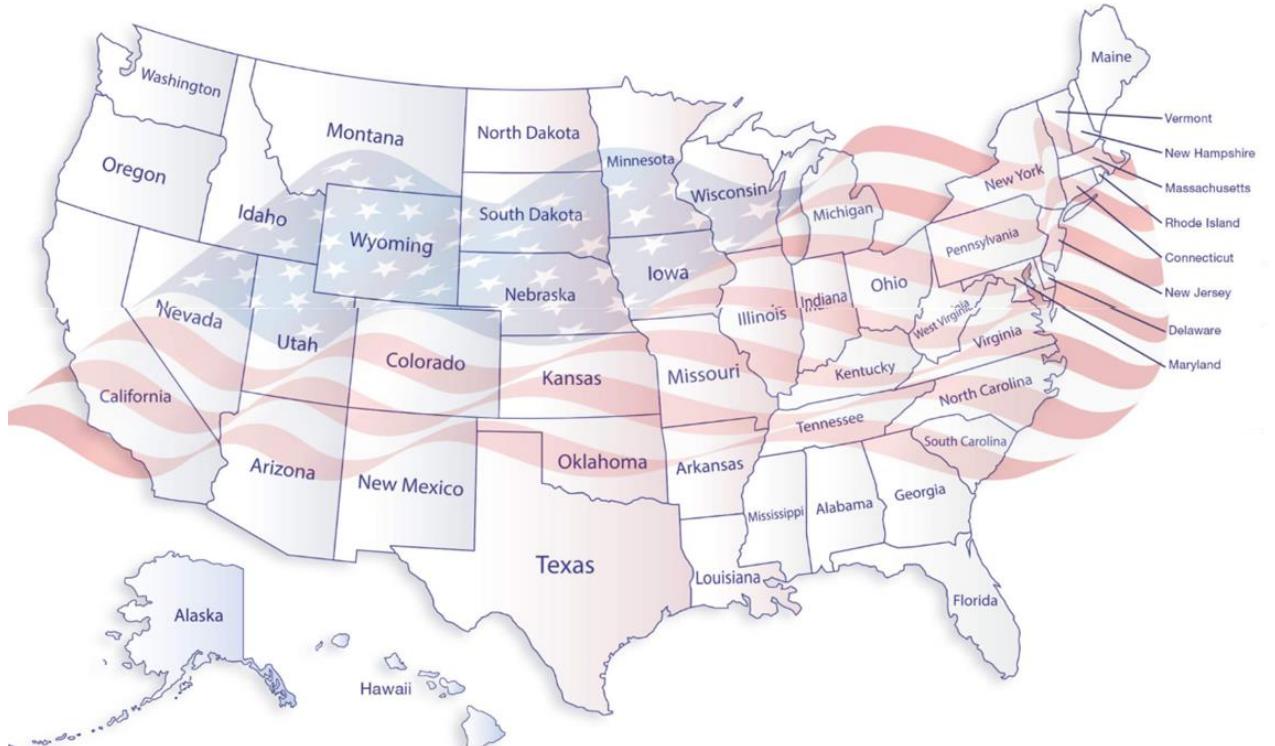
*Vote to protect the innocence and safety of our children,
and secure our borders for a safer United States. Every vote matters!*

VOTE EARLY, RETURN YOUR BALLOT – OR – GO VOTE!

GO TO: mfaaction.com/mom-vote/

ENDORSEMENTS

To provide the most support for moms to be able to vote their values with confidence, Moms for America Action (sister organization to Moms for America) has created an Endorsement Map where moms can easily find the candidates Moms for America has endorsed from School Board to Congress—and even President.



★★★
Bernie Moreno
U.S. Senate
Ohio



★ ELECTION ★
2024

✓ Parental Rights ✓ Freedom ✓ Constitution

★★★ ENDORSED ★★

MOMS FOR AMERICA ACTION

★★★
Kari Lake
U.S. Senate
Arizona



★ ELECTION ★
2024

✓ Parental Rights ✓ Freedom ✓ Constitution

★★★ ENDORSED ★★

MOMS FOR AMERICA ACTION

★★★
Mark Robinson
Governor
North Carolina



★ ELECTION ★
2024

✓ Parental Rights ✓ Freedom ✓ Constitution

★★★ ENDORSED ★★

MOMS FOR AMERICA ACTION

★★★
Nancy Mace
U.S. Representative
District 1
South Carolina



★ ELECTION ★
2024

✓ Parental Rights ✓ Freedom ✓ Constitution

★★★ ENDORSED ★★

MOMS FOR AMERICA ACTION

REPORT CARDS

In 2022 Moms for America released our first-ever Congressional Report Card and it was a huge hit not just with moms, but also members of Congress. Those who received A's were invited to take pictures with us at a room in one of the Congressional buildings. It was a revolving door for the two hours we were there as over 50 members of Congress came to get their picture which they then shared on all their social media.

This year, we are not only grading Congress, we are also grading Legislators in all the battleground states and several others. It is the most comprehensive score card ever created with over 30,000 bills reviewed on 12 Key issues moms care about. These Reports provide valuable information to moms and the grades are used for our scorecards and other materials sent to and shared by moms both digitally and door to door.



BRANDEND BUS TOUR

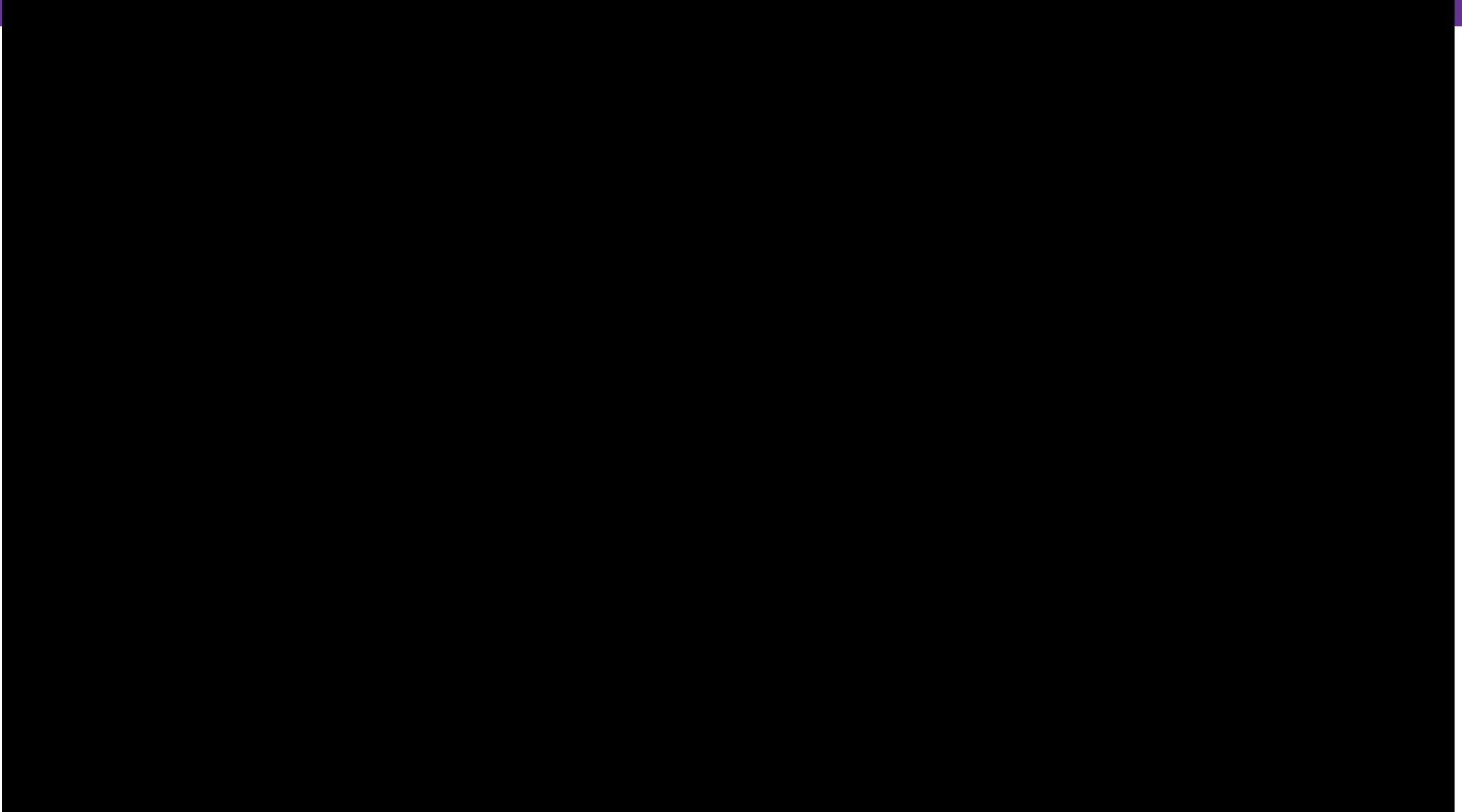
Nothing gathers moms like a branded bus! Since January 2021, our branded SUV has traveled 130,000 miles in 48 States. Moms flocked to the vehicle to take pictures and connect with us. We have even had people leave envelopes on our windshield with notes and donations. It's a moving billboard gathering moms everywhere we go. We've even had moms call to us from their cars at stop lights saying they wanting to connect.

Branded buses have had a huge impact in past national elections, this year is prime for a Moms for America bus tour. Once we secure funding, we will secure an RV, get it branded and hit the road from September to November 5th with stops in all the target areas in our 10 State Plan. Special guests will join us at each stop. Voter registration, live events, and walkathons will be part of the tour.



10 STATE PLAN

VIDEO OVERVIEW- MESSAGE FROM OUR PRESIDENT



EVENTS

50-100 events per state

Moms for America holds a variety of events in our target areas from Voter Registration to Cultural Events, Cottage Meetings and Meet-ups, Walkathons and Mama Bear Trainings.

These events include leadership and advocacy, grassroots organizing and community mobilization, advocacy and policy influence, and election security. We also participate in local community gatherings and events.

JUNE-NOVEMBER 2024



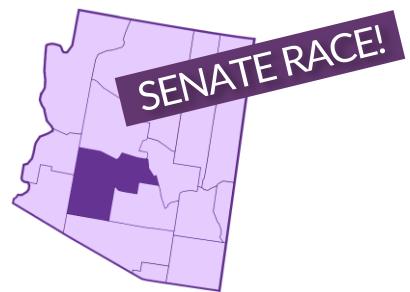
HELP US GET OUT THE MOM VOTE!

Our 10-State MomVote Plan for the 2024 election is a collaborative effort between our 501c3 Moms for America Inc., and our 501c4 Moms for America Action. 80% of what we do for our 10-state plan can be done under our c3. The additional 20% must fall under our c4. You can support moms under either or both entities. You can donate by state and/or priority of states.



STATE BY STATE

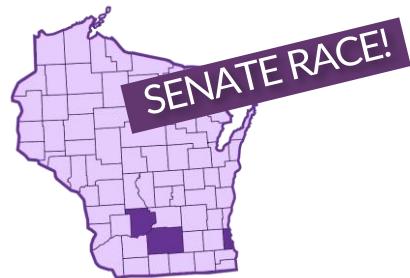
Last 100 Days



ARIZONA

State Director (2) \$75,000
Field Team \$120,000
Digital & Print Marketing \$250,000
Training & Events \$50,000
Travel \$25,000
TOTAL \$520,000

PRESIDENT
US SENATE
CONGRESSIONAL DISTRICT 1 & 6
COUNTIES: Maricopa & Pima



WISCONSIN

State Director (1) \$45,000
Field Team \$180,000
Digital Marketing \$250,000
Training & Events \$75,000
Travel \$25,000
TOTAL \$575,000

PRESIDENT
US Senate
CONGRESSIONAL DISTRICT 3
COUNTIES : Dane, Sauk, Milwaukee
Waukesha, Washington, Ozaukee



PENNSYLVANIA

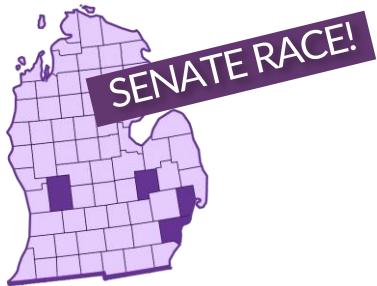
State Director (2) \$75,000
Field Team \$270,000
Digital & Print Marketing \$250,000
Training & Events \$50,000
Travel \$20,000
TOTAL \$665,000

PRESIDENT
US Senate
CONGRESSIONAL DISTRICT 7 & 8
COUNTIES : Allegheny, Bucks County
Montgomery, Chester, Philadelphia, Luzerne

TOTAL BUDGET \$3,520,000

STATE BY STATE

Last 100 Days



MICHIGAN

State Director (1) \$45,000
Field Team \$195,000
Digital & Print Marketing \$225,000
Training & Events \$75,000
Travel \$20,000
TOTAL \$560,000

PRESIDENT
US SENATE
CONGRESSIONAL DISTRICT 7 & 10
COUNTIES: Wayne, Macomb, Kent,
Genesee



OHIO

State Director (2) \$75,000
Field Team \$180,000
Digital & Print Marketing \$250,000
Training & Events \$45,000
Travel \$25,000
TOTAL \$575,000

PRESIDENT
US SENATE
CONGRESSIONAL DISTRICTS 1 & 13
COUNTIES: Montgomery, Franklin,
Cuyahoga, Hamilton, Lucas



NORTH CAROLINA

State Director (2) \$75,000
Field Team \$150,000
Digital & Print Marketing \$175,000
Training & Events \$65,000
Travel \$20,000
TOTAL \$485,000

PRESIDENT
US SENATE
CONGRESSIONAL DISTRICTS 1, 6, 13
COUNTIES: Nash, Mecklenburg,
Durham, Wake



Moms for America is a 501(c)(3) charitable organization, and charitable contributions are tax-deductible for income, gift, and estate taxes as applicable by IRS standards. Our federal tax identification number (EIN) is 43-2065966

WIRE INSTRUCTIONS

Arvest Bank
75 North East Street
Fayetteville, Arkansas 72701
Acct. Name: Moms for America
Routing # 082900872 Account# 41290057

MAILING ADDRESS

1440 State Hwy 248 Suite Q-304
Branson, MO 65616



MOMS FOR AMERICA ACTION is a 501(c)(4) public policy organization. Charitable contributions are *not* tax-deductible for income, gift, and estate taxes. Our federal tax identification number (EIN) is 84-4804708

WIRE INSTRUCTIONS

Arvest Bank
75 North East Street
Fayetteville, Arkansas 72701
Acct. Name: Moms for America Action
Routing # 082900872 Account# 41315932

MAILING ADDRESS

1440 State Hwy 248 Suite Q-178
Branson, MO 65616



MomVote is a 527 Political Action Committee.
Charitable contributions are not tax-deductible.
Our federal tax identification number
(EIN) is 99-1434970

WIRE INSTRUCTIONS

Chain Bridge Bank
1445-A Laughlin Ave
McLean, VA 22101
Acct. Name: MomVote PAC
Routing #056009479 Account#2100193297

MAILING ADDRESS

502 6th Street
Hudson, WI 54016

PLAY VIDEO

What are Glenn Beck,
Kirk Cameron, John
Rich saying about
Moms for America?





OUR FOUNDER

Kimberly Fletcher is the Founder and President of ***Moms for America®*** and ***Moms for America Action***. She is the wife of a retired Air Force officer and mother of eight children.

Kimberly's life made a dramatic turn on September 11, 2001, when her husband, an officer in the United States Air Force, was stationed at the Pentagon. Through a series of miracles, he came home safe that day and Kimberly realized firsthand the price of freedom. That was the day she went from being patriotic to being a patriot and she's been on the frontlines of freedom ever since. In 2004, Kimberly founded ***Moms for America®*** in a living room in Dayton, Ohio with 26 women and, through tireless grassroots efforts, she has grown it into the powerful movement it is today.

See Video: <https://moms4ed.net/kimberly-fletcher-founder-and-president-moms-for-america/>

Thank You! For your Support

