

# “Season of Mothers” Stories Guide!

- **Put our actions in decision-makers and the public’s eyes:** Decision-makers act when they see that many voters and donors care about an issue and that people are watching what they do. Mothers are a powerful voting bloc, potential campaign contributors, and influencers who can change public perception.
- **Other mothers will join us** when they see we are effective at getting decision-makers to represent our and children’s interests and that our movement is growing to be powerful.

**Here is HOW:**

## **1. SHARE PHOTOS OF YOUR EVENTS (WITH CAPTIONS)!**

Submit photos of your events -- house parties, moms signing and delivering postcards, joining rallies and marches, attending and testifying at public hearings, with a **caption** (up to 4 sentences) that tells the story of what’s happening on the photo at [story@mothersoutfront.org](mailto:story@mothersoutfront.org)

## **2. LIST YOUR EVENTS ON THE MOF CALENDAR!**

Please fill out the **MOF Calendar Form** to share all the events you are organizing between now and Mother’s Day. These do not need to be open to the public. We will list them on the website.

[https://docs.google.com/a/mothersoutfront.org/forms/d/e/1FAIpQLSecWFGCLdH-JQ1ji7OPsv-xmeZGvnaJmMr54Y\\_r0lgk7WyLEA/viewform](https://docs.google.com/a/mothersoutfront.org/forms/d/e/1FAIpQLSecWFGCLdH-JQ1ji7OPsv-xmeZGvnaJmMr54Y_r0lgk7WyLEA/viewform)

## **3. GET LOCAL MEDIA TO COVER YOUR EVENTS!**

Alert the press of your actions ahead of time and invite them to write a story

Find out how here: [http://www.mothersoutfront.org/2017\\_mothers\\_day](http://www.mothersoutfront.org/2017_mothers_day)

## **4. FLOOD THE SOCIAL MEDIA SPHERE WITH TWEETS and POST!**

**Download our People’s Climate March and Mother’s Day Postcards Social Media Guide**

at [http://www.mothersoutfront.org/2017\\_mothers\\_day](http://www.mothersoutfront.org/2017_mothers_day)

**You can watch a social media training at:**

[http://www.mothersoutfront.org/digital\\_media\\_trainings\\_with\\_mothers\\_out\\_front\\_2017april](http://www.mothersoutfront.org/digital_media_trainings_with_mothers_out_front_2017april)

**Watch our Social Media Training Video at**

[http://www.mothersoutfront.org/digital\\_media\\_trainings\\_with\\_mothers\\_out\\_front\\_2017april](http://www.mothersoutfront.org/digital_media_trainings_with_mothers_out_front_2017april)

**Hashtags:**

#MothersProtectChildren #MothersDay