

Growing Our Movement Mom to Mom

All over the country, Mothers Out Front teams are building mom power to stop climate change, and create the just transition so our children inherit a liveable climate. We believe we need many leaders and many supporters to make this possible. Here you'll find what you need to use Mom to Mom, or Door to Door outreach to spread the word about your work and grow the mom movement wherever you are.

What's the big deal?

Outreach like this is how we build our resources -- mom energy, experience, skill, brilliance and hope. It's how we reach people who aren't familiar faces at our meetings and events and connect with moms we might not have met otherwise.

We do this by going where people are, talking about our campaigns, and asking for their support by signing a petition, a postcard, or making a call. It's that easy!

There are two main ways to do this--

- knocking on doors
- Standing in a high foot traffic areas to talk to others in

Either methods can be meaningful and effective. As we grow we will do more and more outreach across the country to reach new people and build our power.

We are especially excited to do this around Mother's Day in 2019!

Below is a step by step guide to planning a outreach in your community:

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Step #1: Read through this guide

So far so great!

Step #2: Pick a time and a place

This outreach can happen anywhere. It can be as easy as grabbing a clipboard, inviting a few friends, and going where you expect to find parents. Schools, parks, shopping centers, community gatherings...the list goes on.

If you want to go door to door in your neighborhood, pick a day and time that you anticipate people will be home - whether that's midday for those that work evenings and nights or for parents that stay at home, evenings, or weekends, you know your neighborhood best!

Step #3: Invite others to join you

The more people out having conversations like this, the more parents we can connect with about our fight for a liveable climate.

You can create a Facebook or NationBuilder event to make it easier to invite others.

You can also tell the world through Twitter or other social media. Tag

@MothersOutFront if you post online so we can find you and share with the world!

The more the merrier but you really only need one other person for a fantastic day of outreach.

Step #4: Practice What You'll Say

For Mother's Day 2019 we have a sample script, and we expect you'll edit it to make it your own. Share what you're passionate about stopping climate change, or organizing with other moms, and speak with words that come naturally to you.

SAMPLE:

*Hi! My name is **Your Name** and I'm part of a group of mothers and grandmothers called Mothers Out Front.*

*We're out here today talking to our neighbors about our hope for a safe and healthy future for our children in **your city/town**. We care so much about this, we've decided to celebrate Mother's Day by talking to our neighbors about it. Have you heard about **local issue/your campaign**?*

If Yes -

- *"I'm glad you've heard - what do you know?"*
- *Tell your story or talk about why you're a part of Mothers Out Front*
- *Clarify any questions you can.*

If No -

- *Talk about what **this issue / campaign** could mean for them*
- *Discuss future impact on kids and families - ask about their family*
- *Discuss health or safety impacts*

*Would you sign a postcard to our **Mayor/Governor**, asking them **for more renewables/to stop this project**.*

[While they're signing]:

Like I said, I am part of a group called Mothers Out Front. We're mothers and others all over the country who want to stop climate change and fight for a just transition to renewable energy. Can I be in touch about more ways to be involved here locally?"

*Can I have your contact information, so I can get in touch again about how we're making **Your Town** a liveable community for our kids?*

- *name*
- *phone number*
- *E-mail*
- *Other info*

Step #5: Gather materials

Make sure you have everything you need to feel confident and clear. A staff organizer can share relevant materials, and you can adapt your own. Here's a checklist:

- Clipboards
 - You can also use alligator clips and cut-up cardboard in a pinch
- Script with campaign asks - have something printed out so you can reference it
- Postcards or a petition, something people will hand back to you with their contact info
- Flyers or any info to leave with people about Mothers Out Front or what your team is up to
- Walk sheets for door to door - to take down addresses and more info. **Ask a staff organizer for these!**
- Tips for a successful canvass - print a few of these for any canvassers that go out with you
- Pens!

Step #6: Get Out There!

Now you're ready to go out there and talking to new people!

Mom to Mom Do's

- **Share your own story**
People won't remember everything you said, but will remember how you made them feel. Talk about values many of us share - family, security, safety, health, love for our community.
- **Talk about your hopes for your family and children's future**
Talking about families and children is a way to remove politics from the conversation, and relate across many differences
- **Listen, especially to fears and concerns**
As you're talking, keep eye contact and listen to what the other person has to say. This is scary stuff, we're all aware, bu
- **Ask questions about impacts**
We don't often have the opportunity to talk to people about the floods that damage our property, our children's asthma, or our outrageous heating or electric bills. Listen to what matters to people.
- **Make an ask or invitation**
Don't just talk at people, ask if they want to get involved!
- **Completely fill out the petition form:** sometimes people won't initially give out email or phone numbers - remind them that's how we will follow-up with them. If you can't read something ask for clarification. And of course no one has to give us anything they don't want to.

Mom to Mom Dont's

- **Assume you know who will or won't be supportive:** you never you know who may be interested in joining the mom movement.
- **Share only facts or science**
We are building a movement of everyone, not just policy wonks or earth scientists. Science and facts might move you, but they aren't the most important thing for everyone.
- **Debate or argue:** None of us are here to debate the reality of climate change or the impact of fossil fuels on our community. If someone doesn't agree with you say thank you and move onto the next person. Time spent arguing is time spent not talking to someone who may want to join us.
- **Let 'no's' get you down:** There will always be people who either aren't interested or don't have time to listen to what you have to say. It's okay! Just move onto the next
- **Leave any section of the petition form empty:** A pro tip. If someone signs the petition but leaves their phone number blank (for instance) fill that space in with your own phone number. The next person will copy whatever the person before them did. At the end remember to cross out your information.

Step #7: Enter the data

Now you've done it! And you have walk sheets or postcards or petitions with the names of parents in your community who want to support you and join our fight to stop climate change. What do you do?

1st: Ask a staff organizer for a **Data Import Template** - it's just an excel sheet where you can enter in names, emails, phone numbers etc.

2nd: Send the data import template as an excel sheet or Google Sheet to a staff organizer or max.parish@mothersoutfront.org.

Whatever you do please (pretty please) don't skip this step. Meeting people without collecting and entering their contact info is like your child doing their homework and never turning it in. It's like writing a check without putting the envelope in the mail. You get the point!

Step #8: Follow up with the parents you met

Here's the beauty in what we're doing: you now have the contact information of new people in your community who know a little about what you're working on, AND are interested in supporting in some way to stop climate change. You might not have known about them without taking the leap to put yourself out there and AKS.

And, we all need to follow up. Think about how you got involved in Mothers Out Front or any other group you're a part of -- did someone invite you to get more involved? Make a plan to follow-up with everyone you talk to - invite them to the next event, to a meeting, or call your mayor, or to join your team!

A really clear way to do this is to do some phone banking. A staff organizer can help you plan a phone bank to reconnect with all the great people you met over this Mother's Day Mobilization.

THANK YOU FOR YOUR HARD WORK!

and Happy Mother's Day from all of us at Mothers Out Front!