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Empowering Moms • Promoting Liberty • Raising Strong Children

H.R.1/S.1 CAMPAIGN

H.R. 1 “For the People Act” (FTPA) was passed in the house and now it goes to the Senate (S. 1). If this bill passes, everything we do on election integrity in the states won’t matter. FTPA federalizes our election system ensuring every illegal and questionable activity of the 2020 election will not only continue but will also become law. If FTPA passes through the Senate, it *will* be signed by President Biden. Because S. 1 will pass on party lines, we must have Democrat Senators vote no to defeat it. By putting pressure and positive reinforcement on just four Senators, we can stop this dangerous bill.

For \$257,000 the estimated value of the proposed campaign including hard dollar contributed services (\$105,000) and leadership level labor contributed services (\$200,000) and fair market value of the production work is approximately \$650,000. That excludes the impact of hundreds if not thousands of volunteers.

This leverage is not uncommon for **Moms for America**®. We started in 2017 with a budget of \$25,000. We closed out 2020 with just under \$500k. Yet our 2020 contributed services value exceeded \$1,500,000. We were instrumental in both Kavanaugh and Barrett nominations. We were instrumental in get out the vote campaigns.

Moms for America® will harness our substantial team (volunteer and paid) to educate the four Senators and their constituents on how HR1 could kill the Republic. The mom presence has proven very effective, and the optics have a far-reaching effect when combined with a digital campaign. The digital campaign will mirror the grassroots ground game.

Moms for America will deploy similar tactics we used in the past with the Kavanaugh and Barrett confirmations and our GOTV campaigns. **Moms for America** will launch a robust digital educational campaign to support moms on the ground, and use direct communication with four vulnerable and/or potentially movable Senators:

- Joe Manchin (WV)
- John Tester (MT)
- Mark Kelly (AZ)
- Kyrsten Sinema (AZ)



DIGITAL AND VIDEO CAMPAIGN

Moms for America will launch a robust digital campaign to educate moms in each of the four states through person-to-person texts, Facebook ads, videos and social media posts to support educational communication. The digital campaign by state and objective is as follows:

- 1) Utilize direct communication PtoP text and targeted digital ads to generate support among likeminded moms – this will be encouraging for them to know they have something they can tangibly do now
- 2) Paid compelling ads and videos directed to each Senator – these four videos will be the primary theme of saving the Republic through the lens of each mom category
- 3) Pay for general ads and posts and videos employing satire and facts to create urgency – this provides the multiplier effect for the moms to be emboldened and engage as part of an army

VIDEO. All the mom videos will be done in one day at our professional production studio that is donated to us. There will be a total of nine videos and four primary messages from moms of various ages and races. We have exceptional talent who are willing to contribute their time. We gain economy of scale on the mom category videos. The message transcends voting rights. It speaks to the heart of preserving the Republic.

GROUND CAMPAIGN

Moms for America® will educate our members and engage our network partners in each of the three target states to apply “Mom Pressure” locally and in the DC office.

- Visit all district offices of each of the 4 Senators with 10 to 200 moms holding signs educating the public on the issues and communicating one of the scripts depending on the mom category
- Fly 4 to 8 moms from WV, MT and AZ to D.C. to educate Joe Manchin with a pre-designed script for each mom
- Make calls to each Senator’s D.C. district offices educating them on the issues – this is in addition to site visits
- Letters to the editor in each state educating the public on the impact of HR1
- Tweeting their Senators Twitter with educational nuggets on the harms of HR1
- Collaborate with hundreds of our network partners in all 50 states to share our posts and videos to advance the message and generate earned media
- Provide the scripts and email templates for moms to use when contacting their Senators
- Hold an educational Press Conference at the U.S. Capitol with moms and members of Congress



Digital Campaign \$205,000

- 100,000 P2P texts to conservative women / moms in WV, MT, AZ
- Facebook ads to conservative women / moms in WV, MT, AZ
- Display and video ads to conservative women / moms in WV, MT, AZ

Video Production \$30,000

- Produce 9 videos
- Additional no cost videos as they meet with Senators and Rallies at Senate District offices, and hold D.C. Press Conference

Ground Game \$22,000

Bringing 8 to 10 moms from each state and two members of our national team to Washington D.C. to meet with the 4 senators, distribute official statement, prepare congressional testimony, and hold educational Press Conference in front of the United States Capitol.

Air Travel for Moms to D.C.	\$15,000
Air B&B in Washington D.C. (7-10 Days)	\$4,000
Food and Transportation for Moms in D.C.	\$3,000

TOTAL

\$257,000

NOTE: for \$5,000/month *Moms for Ameica Action* can handle the Ground Game and Volunteer efforts in all 28 States.

Moms for America[®] is a national movement of moms to reclaim our culture for truth, family, freedom, and the constitution. ***Moms for America*** is a 501(c)(3) charitable organization and charitable contributions are tax-deductible for income, gift, and estate taxes. Our federal tax identification number is 43-2065966

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