

Vote *mama* LOBBY creative council

The Vote Mama Lobby is the only organization harnessing mom's political power from the outside and the inside: lobbying for *and* electing mamas.

Vote Mama is led by founder Liuba Grechen Shirley, former Congressional candidate, and first woman in history to successfully petition the FEC to use Campaign Funds for Childcare.

Our PAC is the first in the U.S. dedicated to funding, mentoring, and normalizing Democratic moms running for office—supporting 400+ candidates in 31 states from School Board to Senate, so far.

Our Foundation makes it realistic for moms to run for and serve in elected office by identifying and breaking down the structural barriers that hold moms back from positions of leadership—we've successfully legalized the use of Campaign Funds for Childcare in 26 states, so far.

Now we are launching **the Vote Mama Lobby** to mobilize a grassroots Mama Lobby by inspiring, engaging, and supporting everyday moms to volunteer for mama candidates and advocate for *truly* family-friendly legislation.

To mobilize the Mama Lobby, we're launching a web platform & mobile app that empowers moms to build political power, volunteer for mama candidates, and advocate for truly family-friendly policies. The app is also a safe, supportive space for moms to talk candidly about the realities of motherhood in politics and gain access to policy experts & political advisors.

We're building a Creative Council with the help of our Founding Chair, Busy Philipps, because to harness the political power of moms and fix this country for our children, we need:

- use of your name in publications
on our creative council members list
- interview a mama candidate
live virtual event for lobby members
- posts to your instagram stories
or other social media amplifications
- direct-to-camera videos
for candidate and Vote Mama messaging
- press + podcast opportunities
to feature our founder and mama candidates
- brand partnership introductions
so we can offer perks to our members

Vote Mama politically empowers moms—because when we elect moms, we pass policies that support women, kids, and working families.

Moms are the largest voting bloc in the country, but they aren't empowered. 82% of women in their 30s and 40s are moms—but less than half of them voted in 2020. 73% of Biden-voting moms with young kids report feeling motivated for activism—but the current activism landscape largely excludes them.

Mothers in Congress write more bills than other lawmakers, and their legislation is focused on health care, childcare, education, reproductive rights, and affordable housing for families. Yet only 7% of Congress members are moms of kids 18 and under.

We're missing a critical voice at the decision-making table. Moms know the challenges that women, kids, and working families face at a visceral level but too often are unheard because they are systemically kept out of the conversation, out of office, and out of power.