

How to do Outreach to Moms/Parents

Moms still do most of the shopping for their families. Moms are hardwired to protect their kids. When Moms talk, people listen. Moms have been instrumental in getting change and we believe they are crucial to mobilize to get our initiative voted into law.

We need moms of all stripes and colors.

Keep It Mainstream:

It's important to "embrace all stripes" as one activist mom suggested. We need a broad, united base. Everyone eats and we need everyone on board. Moms, parents are very hard to demonize. If you can get Moms groups active around your state you will make huge inroads to getting your effort passed.

Online message forums- it appears that in urban areas, the best way to reach moms is online. Tips: if you go on forums and start being overly political, you run the risk of being flagged or banned. It's best to keep things educational on there, but be careful with even that. Do not post local events unless they are educational and specific to parents and/or kids.

How to find Parents:

PTOs/PTAs

Play Groups

La Leche League

Home School programs

College tot programs

Midwives offices

Scout troops

Single parent groups

Autism Groups

Parent Groups

MOPS Groups (Mothers of Preschoolers)

Do an online search for "name of your town, ca parent groups" to see what's in your area

Visit pediatrics and midwives offices to check out their advertising boards for group ideas

Local parent magazines

Big Tent- http://www.bigtent.com/featured_groups then do a search for mothers groups

Holistic Moms <http://www.holisticmoms.org/>

Mommy Bloggers: A whole world. Comment. Offer to write articles. Link to them if you have a blog.

Robyn O'Brien

She is our most famous online source: <http://www.robynobrien.com/>

Her book, ***The Unhealthy Truth***, has opened many eyes. We think her talks the best ones for Moms because she takes them through her journey from where her child's face swelled while eating breakfast to the creation of her foundation Allergy Kids. She's low key, logical, mainstream and an "analyst".

She has invited us to freely share her two TED talks at any and all events.

Her 2011 talk. <http://www.youtube.com/watch?v=rixyrCNVVGGA>

Patriotism On A Plate <http://www.youtube.com/watch?v=fWXrRftyOMY>

Her "Do One Thing" program is a good one for overwhelmed moms: <http://www.robynobrien.com/do-onething.html>

Leader tip for starting a mom outreach group: ask the moms whether they prefer a meeting at night so they can come alone and be free, or if it's better to have them during school hours and invite littler kids. Be sure to have paper and crayons available if it's the latter (and if possible..or ask a few moms to bring them). Snacks for the kids might help to get moms there, too.

Online Articles And Resources:

How to reach out to moms on social media

<http://www.emarketingandcommerce.com/article/4-ways-reach-mothers-social-media/1>

Moms And More <http://www.mothersandmore.org>