



What: #MomTheVote is a social media campaign to inspire and energize every mom in the U.S. to use the power of her vote to make a difference in her life, her family's life, her community, and the world her children will grow up in. To inform moms about the choices they have and the changes they can make, one mom, one vote at a time. To empower moms to speak up for and vote for candidates who vote for them – on issues and policies that impact the health, safety, security, and economic wellbeing of themselves and their family, now and in the future: from maternal healthcare to mental healthcare, paid family leave to affordable childcare, early childhood education, to the environment. To replace the sense of helplessness too many moms are feeling as they confront the pandemic and the multiplied challenges they are facing in its wake,, with a sense of hope. Hope through action. Hope through advocacy. Hope through the vote.

Why: Motherhood is the ultimate sisterhood. Every mom, no matter what her socioeconomic, political, religious, educational, cultural profile, no matter what the color of her skin or where she lives, wants the best for herself and the family she loves. How does she help make this goal a reality? By voting. How do we help her do that? By breaking issues and policies down in a way that's meaningful and unbiased. Focusing on positive engagement instead of negative partisanship. Standing united together for ourselves and each other, instead of sitting the process out.. And by making voting as easy and accessible as possible. The way it's supposed to be – the way her sisters fought to make it 100 years ago.

How: Knowledge is power. Voting is power. Having the knowledge to make informed voting decisions is more powerful still. Throughout this season and beyond, use the hashtag #MomTheVote to spread the word about the importance of voting and to empower other moms and dads to use their votes to make their lives and the lives of their families happier, healthier, less stressful, more secure.

Speak up, be heard, and vote for those who vote for you. #MomTheVote