

MOM WHAT'S NEXT

City
Manager
Meeting

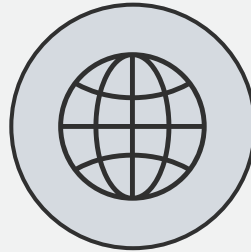
JAN 2024

-  Intros/Icebreaker
-  City Growth Report
-  Winter Guide Reports
-  Featured Events
-  Share Your Wins/Q&A

MOM WHAT'S NEXT

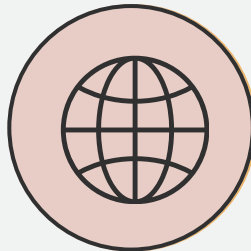
City
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Meeting

JAN 2024



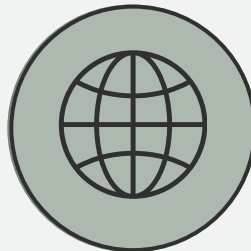
SET YOUR DISPLAY NAME

- Change to Name | City



INTRODUCTION

- Name
- City/Area you manage
- Who makes you a mom?



ICE BREAKER

- Best Winter Break Moment(s)

We will call out your name when it's your turn.

MOM WHAT'S NEXT

meet our
corporate
team



Olivia Carter

.....
FOUNDER



Erica Fitch

.....
CO-FOUNDER
RECRUITING & OPERATIONS











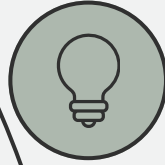
Victoria Chiampas

.....
CO-FOUNDER
FINANCE & MARKETING

MOM WHAT'S NEXT

city growth plan

-  0-100 followers
-  101-250 followers
-  251-500 followers
-  501-999 followers
-  1,000-1,499 followers
-  1,500-1,999 followers
-  2,000-2,499 followers
-  2,500+ followers



LAUNCH

Setting up your page, learning the brand, getting the word out.



BUILD

Consistently posting content and interacting with moms in your city



GROW

Looking for opportunities to get exposure for your page (collaborations, meetups, events, etc)



MONETIZE

Creating products, partnering with local businesses, paid media, etc.



NATIONAL CAMPAIGNS

Working with corporate to get paid media on a larger/national scale.

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- PORTLAND**
OLIVIA CARTER
- BEND**
ERICA, VICTORIA &
WHITNEY BERNHISEL
- TRICITIES**
- PRESCOTT**
HELP WANTED
- SEATTLE**
CYNTHIA LOUIE
- LAS VEGAS**
AMIE CARR
- CHICO**
CARLY BOETTCHER
- SPOKANE**
SADIE MCBOURNIE
- OREGON COAST**
OLIVIA CARTER
- WHIDBEY ISLAND**
HELP WANTED
- MONTCLAIR NJ**
KAITLYN REILLY
- SF PENINSULA**
KRISTA DESILVA
- SAN JOSE**
HELP WANTED
- RALEIGH**
HELP WANTED
- REDDING**
KAITLIN CIBART
- SANTA CLARITA**
HELP WANTED

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- 17** **CANBY**
HELP WANTED
- 18** **SNOHOMISH CO**
ALLISON WILSON
- 19** **EUGENE**
HELP WANTED
- 20** **OAKLAND**
NICOLE DILLMAN
- 21** **SALEM**
ALLIE DEMARS **NEW**
- 22** **VENTURA**
KELSEY REVICH
- 23** **MAUI**
MWN CORPORATE
- 24** **VANCOUVER WA**
VALERIYA O'BRIEN
- 25** **OAHU**
EMILY LEE
- 26** **SANTA CRUZ**
MWN CORPORATE
- 27** **PRINEVILLE**
CASSIE BECKER
- 28** **CARLSBAD**
LINDA VEJNONSKA
- 29** **HOOD RIVER**
OLIVIA CARTER
- 30** **SALT LAKE CITY**
MOLLY PEASE
- 31** **KLAMATH FALLS**
MIKAYLA HOWE
- 32** **TWIN CITIES**
JESSICA WALKER

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33

BELLEVUE

VICKY LIN

34

TULSA

MANDIE FREY
CORINNE LOVEJOY

35

COEUR D'ALENE

AMANDA BAREMORE

36

ORANGE COUNTY

JESSICA ALTHOFF

37

SANTA BARBARA

HELP WANTED

38

NEW HAVEN

RACHEL BERNHISEL

39

NORTH AUSTIN

TIARE CURTIS
RACHELLE GADBERRY

40

NEW YORK CITY

MWN CORPORATE

41

TRI VALLEY

MWN CORPORATE

42

MINNEAPOLIS

JAMIE VAN NUYS

43

NEWBERG

NATALIE BJOREM

44

PHOENIX

WHITNEY HANSEN

45

SANDY

MAYANA HOUSTON

NEW

WHO'S NEXT?

WINTER GUIDES

**OAHU
WINTER
GUIDE 2023**

9

**NORTH
AUSTIN
WINTER
GUIDE 2023**

224

**LAS VEGAS
WINTER
GUIDE 2023**

3

**REDDING
WINTER
GUIDE 2023**

102

**VANCOUVER
WINTER
GUIDE 2023**

22

**SPOKANE
WINTER
GUIDE 2023**

311

**PDX
HOLIDAY
GUIDE 2023**

95

**TULSA WINTER
GUIDE**

2023

**CENTRAL
OREGON
WINTER
GUIDE 2023**

144

**CDA
WINTER
GUIDE 2023**

180

Inclusive guide to the
... + Winter f

PAID MEDIA, ADS & GUIDE SALES

winter 2023



OCTOBER-DECEMBER
\$709 for Guide Sales
\$7050 in Ads & Paid Media



PORTLAND

\$750 in Paid Media & \$379 in Guide Sales



VANCOUVER

\$165 in Guide Ads & \$43 in Guide Sales



REDDING

\$370 in Guide Ads



CDA

\$140 in Guide Ads



NORTH AUSTIN

\$722.50 in Ads & Paid Media



SPOKANE

\$1632 in Ads & Paid Media



BEND

\$1845 in Ads & Paid Media & \$286 in Guide Sales



MOM WHAT'S NEXT TULSA



8 VENDORS

Vitality Medical Record
Wick & Flame Candle Bar
At Home With Racheal
goldielinks
The Honey Bows
Cactus Z Designs
Prairie Letter Shop
Loveli Blooms



3 GIVEAWAYS

These were prizes given by vendors/sponsors and everyone that brought a gift to donate to the Ronald McDonald house was entered to win.



2 SPONSORS

With the generous support of two local businesses they were able to supply a grazing board and wine for attendees.



30 SWAG BAGS

First 30 people to arrive received a swag bag filled with donations & coupons.

DO IT AGAIN?

Absolutely. People loved it and they're considering a Mother's Day version

PARTY THAT SLEIGHS

HOLIDAY MAKER'S MARKET @ THE ALT ROOM



MOM WHAT'S NEXT SPOKANE



LOCATION

The Wonder Building
(already decorates for the holidays & has food/drink options for adults as it's a large indoor food hall)

Got a discount on the rental but had to bring in additional tables and chairs



TICKETS

\$12 per ticket with the goal of covering Sadie's costs (venue, Santa, crafts, cookie kits, tables/chairs, Marquee letters, balloons, raffle items, volunteer gifts, etc)

Sold Ticketleap
Adults were FREE

80 tickets sold!!!



VENDORS

4 Vendors
Each paid \$30
Sadie was very selective with who she allowed

RAFFLE

Raffle tickets available for purchase, would skip in the future.



WHAT THEY GOT

Cookie Decorating Kit
Christmas Crafts
Meet & Greet w/ Santa
Shopping with Vendors
Admission

NORTH POLE CREATION STATION
SANTA, CRAFTS & COOKIES @ THE WONDER BUILDING

WHAT'S NEXT?

WE WANT TO HEAR
FROM YOU



SHARE YOUR WINS

What's been working?



IDEAS/FEEDBACK

Lay it on us.



HOUSEKEEPING

Referral Program coming soon



NEXT MEETING

Mark your calendar:

MAR 6th 7-8pm PST or MAR 7th 12-1pm PST



IN THE MEANTIME

Look at a 2024 Calendar and start creating your PLAN

WHO DO YOU KNOW?

Our best referral source is YOU

