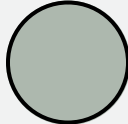
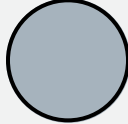
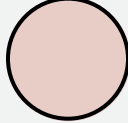
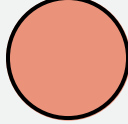
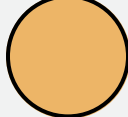


# MOM WHAT'S NEXT

City  
Manager  
Meeting

# MAY 2023

-  Intros/Icebreaker
-  Meagan Allers, Marco Polo
-  City Growth Report
-  Mother's Day Giveaway
-  Q&A



# MARCO POLO PARTNERSHIP

01



## MATERNAL MENTAL HEALTH

We will be featured as a support community in their Maternal Mental Health campaign from May 3-14.

We love this campaign and are honored that they approached us to be a small part of it.

02



## 2 FREE MONTHS FOR COMMUNITY

In order to allow mamas & caregivers in our communities to learn about and fall in love with Marco Polo, they have given us a link to gift our followers with 2 free months of PLUS PASS to enjoy the premium features on the app.

03

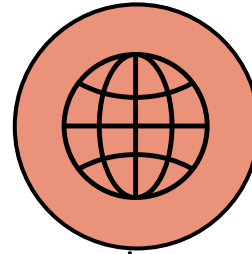
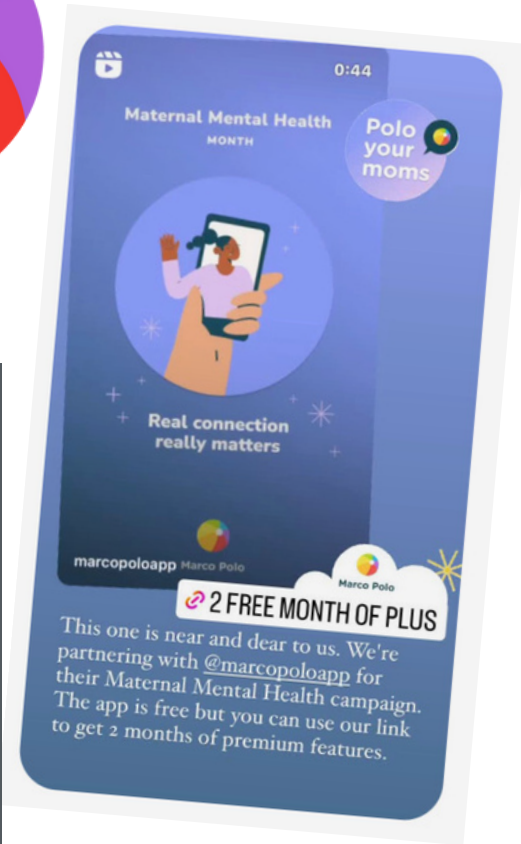


## PREMIUM FOR CITY MANAGERS

We've always endorsed the power of connection and Marco Polo was a HUGE part of the MWN story - now we're lucky enough to have the opportunity to connect with y'all through group and one-on-one convos (and with PLUS you can 2x us)

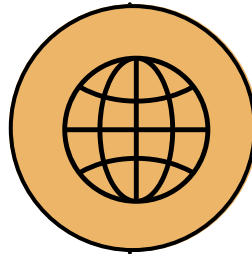


**WELCOME MEAGAN ALLERS**  
HEAD OF COMMUNITY & PARTNERSHIPS AT MARCO POLO



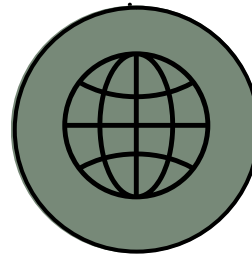
## Share Plus Pass Link

- Using the template, insert 'LINK' and share about how your community can get 2 months of Plus Pass (unlocks premium features)
- Share @marcopoloapp assets/posts and include your link



## Download the app

In order for MP to give you the year of Plus Pass, you must have the app downloaded (choose the free version when you download).



## Connect

Use the app to connect with friends, family and the MWN team.

# 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  
managers

-  0-100 followers
-  101-250 followers
-  251-500 followers
-  501-1k followers
-  1,000+ followers

- |  |  |   |   |
|--|--|---|---|
|  <b>1</b>    | <b>PORTLAND</b><br>.....<br>OLIVIA CARTER  |  <b>9</b>     | <b>OREGON COAST</b><br>.....<br>OLIVIA CARTER   |
|  <b>2</b>   | <b>BEND</b><br>.....<br>ERICA FITCH &<br>VICTORIA CHIAMPAS   |  <b>10</b>   | <b>WHIDBEY ISLAND</b><br>.....<br>MWN CORPORATE   |
|  <b>3</b>   | <b>TRICITIES</b><br>.....  |  <b>11</b>   | <b>MONTCLAIR NJ</b><br>.....<br>KAITLYN REILLY  |
|  <b>4</b>   | <b>PRESCOTT</b><br>.....   |  <b>12</b>   | <b>SF PENINSULA</b><br>.....<br>MWN CORPORATE   |
|  <b>5</b>   | <b>SEATTLE</b><br>.....<br>CYNTHIA LOUIE  |  <b>13</b>   | <b>SAN JOSE</b><br>.....<br>MWN CORPORATE   |
|  <b>6</b>  | <b>LAS VEGAS</b><br>.....<br>AMIE CARR   |  <b>14</b>  | <b>RALEIGH</b><br>.....<br>MWN CORPORATE  |
|  <b>7</b> | <b>CHICO</b><br>.....<br>CARLY BOETTCHER   |  <b>15</b> | <b>REDDING</b><br>.....<br>KAITLIN CIBART  |
|  <b>8</b> | <b>SPOKANE</b><br>.....<br>SADIE MCBOURNIE   |  <b>16</b> | <b>SANTA CLARITA</b><br>.....<br>MWN CORPORATE  |

# MOM WHAT'S NEXT

city  
managers

- 0-100 followers
- 101-250 followers
- 251-500 followers
- 501-1k followers
- 1,000+ followers

17

**CANBY**  
TERA ABBOTT

18

**SNOHOMISH CO**  
ALLISON WILSON

19

**EUGENE**  
MWN CORPORATE

20

**OAKLAND**  
NICOLE DILLMAN

21

**SALEM**  
REBECCA YOUNG

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

NEW

# MOM WHAT'S NEXT

city  
managers

- 0-100 followers
- 101-250 followers
- 251-500 followers
- 501-1k followers
- 1,000+ followers

**33** **BELLEVUE**  
VICKY LIN

**34** **TULSA**  
MANDIE FREY

**35** **COEUR D'ALENE**  
AMANDA BAREMORE

**36** **ORANGE COUNTY**  
JESSICA ALTHOFF

**37** **SANTA BARBARA**  
ZOEY NUNES

**38** **WHO'S NEXT?**

# MOTHER'S DAY GIVEAWAY

crash course

## Get Donations

Reach out to local businesses & makers for gifts that MOM would love

## Create Graphics

Using the templates on Canva, create graphics for each day using logos or photos

## Write Captions

Use provided templates for inspo, make sure to include rules for entry.

## Post Giveaway

Post at the same time each day. We are putting a pause on all other Feed Posts during the week

## Share Winner

Share previous day's giveaway in stories and tag winner. Add winner to the caption to signify the end of the giveaway.





# MOTHER'S DAY DAY GIVEAWAY

main page  
plan



**MARCOPOLO**  
Premium Subscription



**OAHU**  
Waikiki Aquarium



**CHICO**  
Pair of Earrings



**SPOKANE**  
Bloom Beach Bag



**VANCOUVER**  
Paige & Tate Book Set



**PORTLAND**  
Ford & Wyatt



**BEND**  
Sunriver Resort

# WHAT'S NEXT?

WE WANT TO HEAR  
FROM YOU



## HOUSEKEEPING

- Shuffling City Support
- New Contract coming in June



## WHO DO YOU KNOW?

Our best referral source is YOU



## IDEAS/FEEDBACK

Lay it on us.



## HAPPY HOUR

Mark your calendar: JUNE 1 // 7-8pm PST



## NEXT MEETING

We hope to see you: JULY 13 // 1-2pm PST

