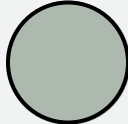
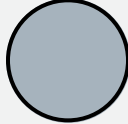
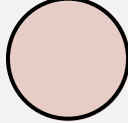
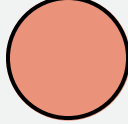
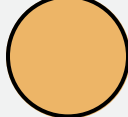


# MOM WHAT'S NEXT

City  
Manager  
Meeting

# JULY 2023

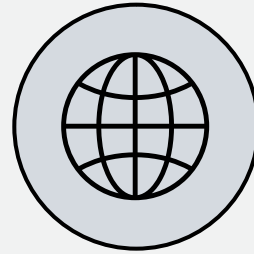
-  Intros/Icebreaker
-  City Growth Report
-  Partnerships & Collabs
-  Meetups & Events
-  Q&A

# MOM WHAT'S NEXT

City  
Manager  
Meeting

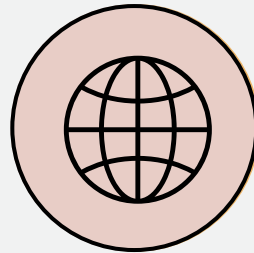
# JULY 2023

*Please set your display name to Name | City*



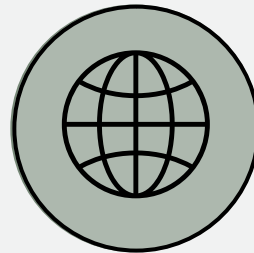
## **INTRODUCTION**

- Name & Location
- Something about yourself and/or your family



## **ICEBREAKER**

- Song of the Summer  
(past or present)



## **PASS THE MIC**

- Choose someone who hasn't introduced themselves yet.

# MOM WHAT'S NEXT

meet our  
corporate  
team



Olivia Carter

.....  
FOUNDER



Erica Fitch

.....  
CO-FOUNDER  
RECRUITING & OPERATIONS











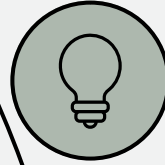
Victoria Chiampas

.....  
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.

# MOM WHAT'S NEXT

city  
managers

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- 1,000-1,499 followers
- 1,500-1,999 followers
- 2,000-2,499 followers
- 2,500+ followers

- 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**  
HELP WANTED
- SAN JOSE**
- RALEIGH**
- REDDING**  
KAITLIN CIBART
- SANTA CLARITA**

# MOM WHAT'S NEXT

## city managers

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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**  
ZOEY NUNES

**38** **NEW HAVEN**  
RACHEL BERNHISEL

**39** **NORTH AUSTIN**  
ZOEY NUNES

**40** **NEW YORK CITY**  
MWN CORPORATE

**41** **TRI VALLEY**  
MWN CORPORATE

**WHAT'S NEXT?**



# LET'S GROW THROUGH PARTNERSHIPS & EVENTS

01

## MEET UPS



These are a great way to build community, gain trust with your audience and connect to more potential contributors

02

## COLLABORATIONS



Sharing something that benefits both audiences; giving both participants exposure to each other's audience to expand reach.

03

## EVENTS



You have the community, they have the activity, event or space to host your gathering. Kid-friendly or Moms Night Out, paid or complimentary, these can look many different ways

04

## PAID MEDIA



Getting paid to promote and business, brand or event. This is definitely not for everyone but if you're interested, we'd love to talk.







# BEND FOREVER YOUR GUINEA PIGS

01

## MEET UPS



We started by hosting ourselves, then reached out to our community to ask for hosts, now we have a pair who frequently attended who often 'host'.

02

## COLLABORATIONS



Big Story  
Ice Cream + Playgrounds  
Cascade Lakes Relay

03

## EVENTS



Big Story Family Hour  
Mom's Night Out  
Fitness Classes

04

## PAID MEDIA/TRADES



Summer/Winter Guide  
Kids Gymnastics  
Sunriver Resort



# WHAT'S NEXT?

WE WANT TO HEAR  
FROM YOU



## HOUSEKEEPING

- Payroll Form
- Paid Media Format



## WHO DO YOU KNOW?

Our best referral source is YOU



## IDEAS/FEEDBACK

Lay it on us.



## HAPPY HOUR

Mark your calendar: AUG 3rd // 7-8pm PST



## NEXT MEETING

We hope to see you: SEPTEMBER 7th // 1-2pm PST

