



Capturing Content

at your moms night out

Thank you for hosting a Moms Night Out to support Vote Mama's incredible candidates!

If you're up for it, capturing and sharing photos and videos along the way helps Vote Mama show the joy, community, and impact behind these nights.

This guide keeps it simple—
no content creator skills required!



mamafund@votemama.org

What to Capture

Aim to grab a few short clips throughout your night out to paint a picture for others

Before

Getting ready (outfits, makeup, rideshares)
“Night out” energy and anticipation

During

The activity (dinner, drinks, crafts, trivia, dancing, etc.)
Friends laughing, cheering, clinking glasses, high-fives

After

A quick clip of people donating at the end of the night
A celebratory moment – cheers for moms in politics!

**You don't need to capture everything –
a few moments from each part of
your night is perfect!**

Filming Basics

1

Film vertically

Hold your phone upright

2

Keep clips short

5-10 seconds is great!

3

Move slowly

If you pan, go very slow – in general, many short, steady clips are better than one long moving video

4

Good lighting helps

But don't stress if the lighting isn't great during your night out – candid moments matter most!



Consent & Comfort Come First



Always ask permission before filming



If someone prefer not to be on camera,
be sure they're not included



Keep it respectful, inclusive, and fun –
everyone's comfort matters!

Share Your Clips

Email your videos to
mamafund@votemama.org

We'll take it from there and turn your night into an Instagram Reel that helps elect moms

Thank you!

Your night out builds real power for moms—
from school board to Senate. We're so grateful
you're part of this movement.

#MomsNightOut #VoteMama #ElectMoms

