



Talking Points

for your moms night out

- (not) fun facts
- setting the stage
 - history
 - wins
- candidate pledge
- fundraising pitch



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1 in 4 moms go back to work 10 days
after giving birth

We have the worst maternal mortality
rate in the industrialized world

We are only industrialized country
without paid family leave

Childcare costs more than college
in most states

Guns are the leading cause of death
for American children

*Legislators legislate on
their lived experience.*



According to research from Vote Mama Foundation...

By the time we're 45 years old, 85% of American women are mothers.

Yet, just 7.2% of congressional representatives and 7.9% of state legislators are moms of minor children.

In Congress, dads of children under 6 outnumber moms of children under 6 by 9-to-1.

We have more millionaires than moms in Congress.

There are 3x more men named John than moms in the U.S. Senate

Moms face extraordinary barriers to elected office, like the inability to afford childcare while campaigning full-time without a salary or commuting long distances to the capitol.

Long term investment is a winning strategy...

Since 2019, Vote Mama PAC has endorsed more than 600 moms running from school board to Senate in 44 states, and has a ~70% win rate.

On Election Day 2025, we had a 90% win rate among our 59 moms on the ballot – and 100% of those who we invested in financially, won!

We already endorsed 60 moms running in 2026 – many with primaries coming up this spring and summer.

We have 8 moms running in swing seats to flip the U.S. House from red-to-blue and we invested early with a pre-primary max out to each of them before the end of 2025 (\$5,000+ to each candidate!)

Our midterm mamas include a scientist, a pediatrician, a Navy helicopter pilot, a former U.S. Ambassador to Ukraine, an organizer, a teacher, and so many more!



Vote Mama candidates...



believe in economic security for all and fight for paid family leave, universal childcare, and pay equality



commit to fully funding public education and standing against censorship



believe healthcare is a human right



stand for freedom to make personal healthcare decisions – including reproductive care



value safety in our schools and communities and advocate for common-sense gun reforms

Vote Mama candidates...



support immigration policies that keep families together and promote dignity and safety



advocate for the LGBTQ+ community and the protection of gender-affirming care



lead with a commitment to anti-racism



believe in climate justice and protecting our planet for future generations



defend democracy by making the electoral process fair, secure, and accessible

Six 2025 wins we're bringing with us into 2026...

1

Affordability is a winning strategy

Just look at the two first mom governors elected in VA and NJ in 2025. Both centered affordability in their campaigns and then went on to sign executive orders on day one to address the high cost of living for millions of Americans.

2

Long-term investment matters

Candidates we supported in 2023 who lost their races then, ran again in 2025 and WON!

3

Pre-primary funding was critical

Our early investments helped our mamas build strong foundations that ensured their campaigns had what they needed to make it through the primaries and later win and flip seats in November.

Six 2025 wins we're bringing with us into 2026...

4

Local issues won

People are voting for candidates fighting for policies they can see like public transit, better roads and sidewalks, parks and libraries, and improved local infrastructure like sewers and waterways.

5

Authenticity matters

Voters were excited by real moms with real life challenges who bring childcare, housing, paid family leave, education, and public safety to the forefront.

6

Hard work paid off

Our moms left it all on the field - they knocked thousands of doors, raised competitive dollars, and prioritized speaking directly with voters - proving that mobilizing and organizing is a winning strategy.



Your fundraising pitch...

Welcoming your community to donate can feel hard and uncomfortable, but we guarantee, it will feel great once you see how much you can raise to help elect moms running for office!

Dollar-for-Dollar

If your gathering involve a purchase – like dinner, drinks, or a ticket – welcome everyone to donate the same amount spent on the night out (or more!)

The Math Problem

Set a goal for how much you want to raise from your night out. Then divide it by the number of people who join you. That's your ask!

“I'm raising \$1,500 to help Vote Mama elect amazing moms. If we each donate \$150, we can reach this goal tonight!”

MOST IMPORTANTLY!

Do not let your gathering end until everyone has donated – this is your best chance to reach your goal and raise the most money!



Three unique entities...

Vote Mama PAC

The first PAC in the country dedicated to increasing the political power of Democratic moms by disrupting the systems that hold women back through direct financial support, mentorship, and endorsements.

votemamapac.org

Vote Mama Lobby

501c4

Ignites a movement to transform the political system and advocates to break the structural barriers moms face running for office – including expanding Campaign Funds for Childcare and Campaign Funds for Security to all 50 states.

Vote Mama Foundation

501c3

The leading source of research and analysis on the political participation of moms.

votemamafoundation.org

