



# MEDIA KIT

# MOMS FOR AMERICA®



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MomsforAmerica.us



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Moms for America is a 501(c)3 non-profit organization founded in 2004 by Kimberly Fletcher. The organization's mission is to Empower Moms to promote the principles of freedom, free markets, and limited government that will protect our God-given liberties for future generations. **Moms for America**® believes that liberty begins at home. Since its founding, we have set out to help moms across the country raise patriots and engage in the public square through activism and running for office to heal America from the inside out. **Moms for America**® is known for being the fastest-growing women's movement in America.

## WHAT WE BELIEVE

- 1. We believe in God-given rights.** We believe the rights proclaimed in the Declaration of Independence and the preamble to the US Constitution are incontrovertible. As such, we commit to defend the right to life, liberty, and the pursuit of happiness (which includes private property) by preserving and protecting the Constitution of the United States and the Bill of Rights.
- 2. We value personal responsibility.** This belief calls people up to self-governance, the value of work and the joy of self-determination and is supported in the US Constitution and natural law. As such, we endeavor to limit Government to its proper role.
- 3. We believe love is strong.** As such, we celebrate the intrinsic dignity of each member of the human race and honor that he or she is created purposefully in the image of God and should enjoy the rights in the Constitution from the time of conception.
- 4. We value freedom.** We believe it is the foundation for a good society. As such, we actively study and apply freedom principles and promote the truth of our liberty loving heritage.
- 5. We believe freedom rights are maintained through engaged citizens who inspire good leadership.** When leadership is flawed, we believe that freedom principles are the appropriate provocation to usher in new leaders who govern by inspiration, lead by example, stand strong for limited government, and support educational, economic, and religious freedom.
- 6. We value the family.** We celebrate various solid educational platforms but affirm that the home is the best place to instill a love and understanding of liberty.
- 7. We believe in parental rights.** We honor the right and responsibility of parents to rear and cultivate their children educationally, socially, vocationally and in all matters of faith.

## LEADERSHIP BIOS



**Kimberly Fletcher**

Founder & President, Moms for America®

Kimberly Fletcher is the wife of a retired Air Force officer and mother of eight children. She is the founder and president of **Moms for America®** and **Moms for America Action**. With over 20 years' experience in grassroots activism, Kimberly has grown **Moms for America®** into a powerful platform building grassroots networks across the country. Kimberly is an author, columnist, radio host and contributing writer with Townhall.com. She has been featured in numerous national media outlets including The Blaze, NewsMax, OANN, the Rush Limbaugh Show, and Fox News. Kimberly has made it her personal mission to educate and inspire the women of America to realize their immeasurable worth and powerful influence in our country and culture simply by being who they are.



**Debbie Kraulidis**

Vice President, Moms for America®

With 25 years' experience in the television broadcast industry, politics, special events and music, Debbie brings both skill and passion to her role as Vice President of **Moms for America®**. As a mother of three, her passionate advocacy for liberty has elevated our new **Moms For America® Podcast**, of which she is the host, to one of the fastest growing podcasts on Charisma Media.

For over 25 years she has produced live special events and has worked for many of the top-rated national television shows, including EXTRA TV, primarily covering national news stories, celebrities and movie premiers. Debbie has proudly served on the leadership team of several Congressional, State Representative, County and Township campaigns, culminating in becoming an elected official herself in her community.



## Aly Legge

Manager School Board & Community Engagement,  
Moms for America®

Aly Legge is an army veteran, a wife to a retired army veteran, a mother to 5 children and a community leader in Florida. She is a founder of Moms for Freedom, an advocacy group dedicated to championing the basic rights of all families. A proud supporter of families with special needs children, children with learning disabilities, and children that are medically fragile and complex, Aly works closely with various freedom organizations across the nation to fight governmental overreach and to positively impact legislation that ensures our inalienable rights are protected by those elected to serve us.

Because of her love for country, her heart of service and devotion to her family and community she ran for school board in Hillsborough County Florida and was endorsed by Gov Ron DeSantis and nationally recognized through various media outlets and national organization.

Aly is excited to work with **Moms for America**® to help educate and empower families to advocate for themselves from the kitchen table to Congress.

*View our full list of team members on our website: [MomsforAmerica.us](https://MomsforAmerica.us)*



## TESTIMONIALS



“Moms for America...I know that you’re going to make a big difference so keep doing what you’re doing. We need you so badly at this time in the history of the country.”

— **Jon Voight**, Academy Award Winning Actor

“It is reassuring in this day and age that there’s an organization such as Moms for America, to maintain and encourage the principles of our founders.”

— **Candy Carson**, wife of Dr. Ben Carson



“What you are doing, Kimberly, I can’t emphasize how important it is...God’s going to honor what your doing. I’m convinced.”

— **Foster Friess**, Entrepreneur, Philanthropist

“I would like to take this opportunity to commend all those involved with this extraordinary national organization as you set out to inform women throughout America on the issues that affect their lives.”

— **Jim Jordan**, U.S. Congressman, Ohio



“What Turning Point USA is doing for America’s campuses, Moms for America is doing for the mothers and homes of America. We can’t wait until college to reach America’s youth. We need to start at home!”

— **Charlie Kirk**, Founder & President Turning Point USA

“Moms for America has launched a powerful movement to give voice to the silent majority of women, mothers. These are the women of true power who are raising the future and affecting the nation.”

— **Sam Sorbo**, Author, Actor



## PROGRAMS



### Cottage Meeting Project

Liberty begins at home. Moms who learn and teach the principles of freedom in their homes will change the course of this nation. That's what Cottage Meetings are all about! In just 12 fun and inspiring classes, moms and grandmas and anyone else, develop a greater understanding of the principles of liberty and the Constitution, granting them the confidence to speak out in the public square and teach their children at home.



### Restoring Patriotism

*Restoring Patriotism* is one of our biggest campaigns yet to bring back the principles this country was founded upon. It's time to stop playing defense in America. It's time to bring patriotism to the forefront in our homes, schools and communities. Restoring Patriotism seeks to bring back the heart of America to every generation through an all-encompassing approach of classes for moms and kids, a kids patriotic activity pack, Liberty Trips for families to visit patriot sites around the country and patriotic gear for the whole family. We shouldn't have to question whether we should stand for the American flag, and we shouldn't teach our children to kneel for the flag. At **Moms for America**®, we are unapologetically proud to be Americans, and believe our children should be too!





# EMPOWER *Moms* SM

## Empower Moms



*Empower Moms* was designed to connect, equip, and mentor moms to take control of their children's education from school boards to school choice to protecting parental rights. This program provides resources, support, and mentorship in navigating the political climate that has infiltrated public schools today.

Moms will find help with:

- Engaging School Boards
- Running for School Board
- Understanding Educational Options
- Standing Up for Parental Rights
- Monitoring and Addressing Dangerous Curriculum

# MomVote

## MomVote



Our newest program will focus on mobilizing moms to vote, beginning with the 2022 midterm elections. Through increase information and resources, we will inspire and equip moms to:

- Register to Vote
- Stay Informed About the Issues
- Learn to Speak Out in the Public Square
- Protect Election Integrity
- Become a Voice for Their Families





## Moms for America® Podcast

Hosted by Debbie Kraulidis, the **Moms for America® Podcast** is one of the fastest growing podcasts on the Charisma Podcast Network. Each week, Debbie and her special guests tackle the issues facing moms today. Discussions include personal stories and advice about how women can build a strong foundation of faith, family, and freedom in their homes. From CRT to cancel culture to balancing work and motherhood, you'll find every issue is a mom issue!



# SOCIAL MEDIA



## FOLLOW US ON THESE PLATFORMS

 [Facebook.com/MomsforAmerica1](https://Facebook.com/MomsforAmerica1)

 [Twitter.com/momsforamerica](https://Twitter.com/momsforamerica)

 [Instagram.com/momsforamerica](https://Instagram.com/momsforamerica)

 [CloutHub.com/momsforamerica](https://CloutHub.com/momsforamerica)



## LISTEN TO OUR MOMS FOR AMERICA® PODCAST ON THESE PLATFORMS



Vimeo



Rumble



Spotify



Apple  
Podcasts



Amazon  
Music



iHeart  
Radio



Charisma Podcast  
Network

## BRAND RESOURCES



### OUR LOGO

The **Moms for America**® logo is the soul of the brand. It is imperative that the logo standards are followed to ensure the authenticity of the brand. The primary logo is the preferred version and should be used whenever possible.

Do not change, alter, crop or distort the logo in any way.

### LOGO ALTERNATIVES

To avoid possible legibility issues, alternative logos have been developed for applications with limited space or color.

Use these logo variations when needed; stacked, black or white.



### BRAND COLORS



#256c94  
Main Color



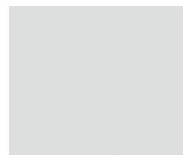
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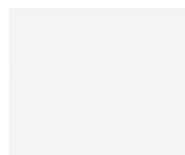
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Main Color



#383738  
Text Color



#dddddd  
Bkgd Dark



#f1f1f1  
Bkgd Light

### DOWNLOAD LOGOS

These logos are for use by Media Outlets only. They are not to be used by MFA Groups or members, or for apparel of any kind. Please contact **Moms for America** if you are in need of a logo for your group or apparel.

Clicking on the link will download a zip file to your computer's download folder.

PHOTOS



Click the images to download individual sections



Clicking on the links will download a zip file to your computer's download folder.

