



AMERICAN CLIMATE
LEADERSHIP AWARDS

Mothers Out Front

mothersoutfront.org

This guide offers a successful stepwise model for you to replicate in your community. It is part of a series featuring the finalists of ecoAmerica's 2023 American Climate Leadership Awards.

OVERVIEW

We build the power of mothers as an organized constituency to push for transformational change in climate and energy policy in the US. We are building a multi-racial, cross-class movement of mothers and caregivers who bring their passion for children's well-being to advance concrete solutions that will yield a livable climate for all. Our work supports community-based teams in carrying out smart, strategic campaigns and mobilizing mothers through deep organizing with the knowledge that moms everywhere will stop at nothing to protect their children's future.

STEP-BY-STEP GUIDE

- 1. Ground truthing:** Identify the problems that moms are facing in the local community alongside their general priorities in terms of their children's future (i.e. education, health, etc). Additionally, conduct background research that provides a comprehensive overview of the social, economic, and political dynamics in the community, including race/ethnic demographics, socio-economic makeup, vulnerability to climate impact, and more.
- 2. Story:** Identify the moms in your community/state who are most inclined to become involved. Find out their story along with the narrative and messaging they most identify with. Develop moms' ability to tell their own story and how it intersects with the climate crisis.
- 3. Relationships:** Build on the existing social network of local moms in the climate movement or your own local network of people with shared values. Start with initial engagement via a virtual (or post-pandemic) in-person house party, providing a warm and informal atmosphere in which mothers can embrace their identities as parents, and connect with others. Use your research from steps 1 and 2 to frame the priorities and structure of your discussion.

4. Strategy: Utilize this engagement and any additional relationship-building to identify:

- Approach: What is the change moms want to create in the world? Who has the power to make this happen? How can this constituency mobilize to create the change they want?
- Structure: What leadership roles will the moms take on to turn their plan into reality?
- Action: What are the actions your moms are taking to achieve their goal?

5. Community Teams: After making connections in any given community, identify key volunteer leaders and bring them together to launch a Community Team. The Community Teams are responsible for the work in their communities, making their presence known to local politicians, businesses, and other leaders. The Community Teams also manage a larger group of volunteers in their communities, with the goal of providing opportunities for mothers to get involved, no matter how much – or little – time they have.

Mothers Out Front is an ACLA 2023 Finalist. For more information and replication guides, go to ecoAmerica.org
ecoAmerica's American Climate Leadership Awards (ACLA) recognizes, rewards, and shares best practices on climate change advocacy and action nationwide. ACLA provides \$175,000 annually in recognition of real climate leadership. Individuals and organizations selected as finalists have achieved demonstrated success in engaging a broader diversity of Americans for climate action at the local, regional, and national level. Finalists present replicable models while prioritizing diversity, inclusion, and justice.