

Describing

Mothers & More

Describing Mothers & More

This information is for you if:

- you have ever struggled to describe Mothers & More
 - you would like an easier way to describe Mothers & More
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- **Objectives:**
 - Provide you with simple, concise language
 - Help you develop your own conversation that is meaningful to you and to prospective members!

Describing Mothers & More – The Journey.....



Describing Mothers & More to prospective members is harder than it seems

- Mothers & More is unlike any other mothers' organization
- Written descriptions on website and in publications just do not work for conversation

Solution:

- Use short, easy talking points along with your own personal stories – describing Mothers & More is not a canned memorized “speech”

Describing Mothers & More – Starting the Conversation

Question: You're a member of Mothers & More?
What does this group do?



Potential answer: Mothers & More gives me
ways to:

- focus on myself
- connect with other mothers
- handle society's assumptions about me

➔ This answer is short and concise, using our talking points above, but it certainly begs more dialogue. That's OK.....it's a conversation, right?

So here is the rest of the story..... ➔

Personal Story #1 – Focus on the Mother



“Last summer, my chapter held the Core Great Meeting “Who Am I? Recreating Your Identity Now That Your Life Has Totally Changed.” We’re not a new chapter and many people were like me, with “older” children, but it applied to all of us. Everyone had a life-changing event recently: moving, last child going into Kindergarten, new baby, etc. Part of this meeting was to discuss your interests before you had children. I learned such amazing things that I never would have guessed about the members of my chapter!

The most memorable story is about a former IT person who was laid off while on maternity leave. She revealed that her real passion is art – painting. After some discussion and encouragement, she announced that she was going to take up painting again. I’ve since seen her mentioned in our local paper – she rents art studio space downtown and will even be featured in our town galleries from time to time! She re-connected with her more! ”

Focus on the Mother

- ***Which one of our talking points does this story exemplify?***
 - Focus on the mother
 - Mothers & More uniquely provides its members with opportunities to re-connect with their whole selves and the “more” they are looking for in life
- ***Also notice*** how this story of re-connecting with her more is quite intertwined with connecting with other mothers
- It’s through her connections to other mothers that she rediscovered her ***whole*** self

Personal Story #2 - Connect with other Mothers



“As an over-achiever, my “goal” after my baby was born was to be the best mother I could be...and naturally I would have a perfect baby for it! This kind of affected my personality. I didn’t coo at other babies – I compared them to my child. This behavior was often reinforced by the typical mom get-togethers, as the talk always centered on who was rolling over, crawling, sleeping through the night, who could perform a pincer grasp. The last one threw me over the edge.

At 7 months, my child couldn’t pick up small food with a pincer grasp. The devastation I felt was ridiculous in retrospect, but real at the time. I was a failure My baby couldn’t crawl yet, looked like he had male-pattern balding, and he couldn’t pick up food between his thumb and forefinger! It was clear, I had not achieved my goal, not even close.

And truth was, I didn’t even want to talk about it! I just wanted to talk to someone about how much I missed my jobI wanted to talk about the book I had just managed to finish reading (after months of trying). My baby was boring and imperfect. Was I the only one who felt this way?

Thankfully, I wasn’t. I started doing volunteer work for Mothers & More that was much like my past job...filling that inexplicable void I felt. I went to meetings about what I wanted to do now that my life had totally changed. I had my baby with me for many of these activities, but he could just be who he was, and I could just be who I was. What a relief! I had finally found moms that were like me and not afraid to admit it! And the ones that weren’t like me? They still accepted me! Non-judgmental connections – what a concept!”

Connect with other Mothers



- ***Which one of our talking points does this story exemplify?***
 - Connect with other mothers
 - Mothers & More uniquely provides its members with opportunities to connect with other mothers in their neighborhoods and across the nation, face-to-face and virtually, to share, learn, grow and have fun.
- ***Also notice*** how this example goes to the third bullet about society's assumptions. Society assumes that a mother should:
 - Not miss her job
 - Focus on feeling "lucky" to be home with her child
- It also goes to the first bullet – about a mother rediscovering her ***whole*** self and her “more”

Personal Story #3 – Society's Assumptions



“It was right before Mother’s Day, 4 years ago. Someone e-mailed me a press release from a marketing company announcing that there were new “categories” of mothers. Hmm, sounded intriguing. And there were cute names like “Mini-Me Moms,” “Boomerang Moms” – it sounded like it could be interesting. And then I read the descriptions.

I don’t offend easily but,..... no matter what “type” of mom they classified you as, there was a venomous defamation of your character in broad strokes as if your work status and personal circumstances pre-determined specific devastating personality flaws. The marketing company stated it all like they were experts who had done years of scientific studies, and backed themselves up by naming their big-name clients.

Mothers & More spoke for me, and all mothers, in this situation. We gave the company an “Apple Pie in the Face Award.” We sent letters not only to that company, but to their clients informing them that if they felt that way about mothers we wouldn’t have to frequent their businesses any longer. Apologies came from all over the place and ultimately, the marketing company wiped out any evidence that this press release had ever existed. We made a difference. The societal assumption that it’s OK to slur mothers simply because they are mothers was publicly shown to be wrong.”

Society's Assumptions

- ***Which one of our talking points does this story exemplify?***
 - Ways to handle society's assumptions about mothers
 - Mothers & More uniquely provides its members with opportunities to recognize how their daily lives are affected by, and find ways to handle, society's assumption about mothers and motherhood.
- ***Also notice*** how this story relates to connecting with other mothers
 - We made a difference because we did it together
 - We could do that because we were all connected through this awesome network of Mothers & More!

Describing Mothers & More – Finishing the Conversation



Mothers & More gives me ways to :

- focus on myself
 - mothers-only activities
 - meetings on interesting topics
- connect with other mothers
 - friendships
 - group activities with and without kids
 - online discussion loops on a variety of topics
- handle society's assumptions about me
 - reaching out to the community
 - forums to discuss society's assumptions, in person & online
 - Mother's Day Campaigns that raise awareness about the importance of all the work mothers do



....."now let me tell you about my personal experiences with Mothers & More"

Describing Mothers & More **Formula**



3 Talking Points

+

Your Personal Story

Successfully Describing
Mothers & More



Putting It All Together



- Most mothers, when they come to us, are looking for "more" - Mothers & More starts by giving mothers the permission to concentrate on themselves
- The Mothers & More experience is a process – on purpose
 - starts "small" and goes larger
 - starts internally and goes externally
- Mothers & More seeks to:
 - facilitate connections wherever we can
 - encourage all mothers to share their real stories
 - call attention to society's assumptions and correct them where we can
- Mothers & More is unique in that we:
 - concentrate on mothers as individuals
 - welcome **all** mothers regardless of work status, age of children, religion/spiritual beliefs, etc.
 - are non-judgmental - we celebrate the uniqueness of every mother
- Mothers & More truly believes that together, mothers are powerful.

Next Steps

- Develop your own conversation with the 3 talking points and your personal story
- Spread the word about Mothers & More!!!



Describing Mothers & More for Written Materials – Brochures, Website, Flyers, etc.



Mothers & More uniquely provides its members with opportunities to:

- re-connect with their whole selves and the “more” they are looking for in life,
- connect with other mothers in their neighborhoods and across the nation, face-to-face and virtually, to share, learn, grow and have fun,
- recognize how their daily lives are affected by, and find ways to handle, society’s assumptions about mothers and motherhood.

More Information & Feedback



- If you would like more detail on any aspect covered in this presentation, view the full workshop presented to online work loops in the [Chapter Resources](#) website.
- If you would like to learn more about publicity for Mothers & More on-going, join the [Marketing/Public Relations Resource Loop](#).
- If you would like to learn more about the project that created the new way of describing Mothers & More, visit the Marketing Project Q&A at the [Chapter Resources](#) website.
- If you would like to comment on this workshop or its contents, please e-mail info@mothersandmore.org