



Mom's for Liberty Chapter Organizational Positions

Secretary - Required

The Moms for Liberty Secretary operates as the custodian of the organization's records. This duty involves ensuring the organizational records are maintained according to law and are available upon request by authorized board members or executive management. This includes updating the organization's bylaws along with keeping accurate and up-to-date records of its membership, board minutes, financial reports and other important documents.

- Take minutes at each meeting, type them up and share with the board.
- Submit new member contact information within 30 days of joining the national organization.
- Other administrative duties as required.

Treasurer - Required if raising money

The Moms for Liberty Treasurer will be responsible for selecting a bank, reconciling bank statements and managing cash flow from fundraising and donations.

- Maintain accurate records for cash in and cash out using an excel spreadsheet.
- Ensure reimbursement requests are handled in a timely manner and recorded properly.
- Produce financial reports each month to present to the board.
- Submit financials to Moms for Liberty inc. on a quarterly basis.

Communications Director - Optional

The Communications Director will work closely with the Mail Campaigns Director and the Committee Director to designate clear and concise messages about specific issues for their Champions to write, email and make phone calls.

- Pick a major issue to discuss once per week with all members of the Moms for Liberty group:
 - Post information on the issue in the Moms for Liberty Facebook group as well as draft an email about the issue to go out to all Moms for Liberty Members.
 - Remind members to continually write, email and call school board members and legislators about their concerns with a consistent message.
 - Share the email addresses of our school board members and other legislators regularly.

- Develop motivational posts to keep people engaged about the issues to email about.
- Create a campaign calendar that reflects the issues that will be discussed each week shared with the Mail Campaigns Director as well as the Moms for Liberty Chapter Chair.
 - Campaigns may need to change if an issue arises that needs immediate attention.
- Recruit Email Champions from the group to communicate with regularly that can consistently write emails to legislators and board members once or twice per week.
- Recruit Phone Call Champions from the group to communicate with regularly that can consistently call legislators and school board members once or twice per week.
- Recruit a member that is talented in developing graphics - communicate with them any needs for graphics that help communicate the latest message.
- Recruit a member that is talented in videography to assist in creating clips and or
- Create a Communication Champions Facebook Messenger/Private group that you can communicate campaigns on these specific issues through regularly to your volunteer Communication Champions. Co-Manage this platform with the Mail Campaign Director. You may also need to send emails to members that are not on social media.

Mail Campaign Director - Optional

The Mail Campaign Director will work closely with the Communications Director and the Legislative Director to designate clear and concise messages about specific issues for their Champions to write, email and make phone calls.

- Coordinate a secondary post about the issue of the week with the Communications Director.
 - Post on the Mom's for Liberty Facebook group in conjunction with the Communications Director Post.
 - Share the mail addresses of our school board members and other legislators as a reminder.
 - Develop motivational posts to keep people engaged about the campaigns.
 - Inform people on how they can obtain writing materials if they want them.
- Send postcards via mail to those that request them.
- Lead the mail campaigns informational session during the in-person meetings:
 - Ensure stamps are provided at meetings – request donations from other members to cover costs.
 - Collect postcards from members to drop off at the post office after the meeting.

- Recruit Mail Writing Champions from the group to communicate with regularly that can consistently write emails to legislators and board members once or twice per week. Ensure these volunteers have the needed materials to send physical letters/postcards.
 - Encourage members to hold letter writing parties once per month with their small groups.

Meeting Attendance Director - Optional

The Meeting Attendance Director will continually promote overall meeting attendance, primarily for school board meetings, but will also help promote monthly member meetings and any Moms for Liberty events that are scheduled.

- Post school board meeting calendar events in the groups Facebook Group and invite all members.
- Manage Sign-Up Genius for attendance at the school board meetings. Follow up with those that sign up and ensure they will be going the day or two before the meeting. If they will not be able to go, rally other members to take their place. The following roles should be filled:
 - Speakers
 - Note Taker - This person will need to post their notes after the meeting in the Facebook Group for other members to see
 - Videographer - This person will video all Moms for Liberty Speakers and share the videos with the Chapter Chair to be posted in the group
- Send an email out to all members about attending the school board meeting ahead of schedule. Schedule a follow up email that goes out to all members one day prior to the meeting.
 - Include sign up genius link
 - Instruct them to wear their moms for liberty shirts (direct them where they can purchase one if they don't already have one)
 - Include any other pertinent information about certain issues we may be speaking about

Membership Director - Optional

The membership director will be responsible for promoting new membership enrollment digitally and in person meetings.

- Attend all Moms for Liberty monthly meetings and ensure that Membership Cards are given out at the door, and collected before the end of the night.
 - Speak during the meeting about membership
 - Encourage those that want to take action within the group to check the areas they want to volunteer in
- Recognize new members

- Post a congratulations and welcome post in the Moms for Liberty Facebook Group
- Send a congratulatory and welcome email to all members
- Designate Membership Champions from the group to communicate with regularly that can:
 - Consistently troll pages online and invite those they know are liberty-minded to join our group
 - Re-Post/Share Moms for Liberty National posts to get brand awareness for the group
- Create a Membership Champions Facebook Messenger/Private group that you can communicate ideas for building membership. You may also need to send emails to members that are not on social media.

Committee Director - Optional

The Committee Director will oversee all Sub-Committees consisting of individuals that are responsible for taking responsibility for one parental rights issue and staying on top of and reporting information about this issue to the Committee Director. The Committee Director will work closely with the Communications Director and the Mail Campaigns Director to collaborate on messages the Communication Champions will be writing, emailing and calling their legislators and board members about.

- Recruit Sub-Committee Members and assign them a parental rights issue to stay on top of.
- Coordinate Sub-Committee Members to speak at monthly Moms for Liberty Meetings about their particular issue.
- Post and email once per week about the latest updates on particular parental rights issues that parents need to know about.
 - Get creative with how this information is disseminated:
 - Create graphics (or ask someone that can create graphics) to illustratively communicate the information in a way that people can understand
 - Create videos that discuss these topics
 - Host webinars for parents that want to know more about specific topics
- Create petitions for particular causes when applicable.

PR Director - Optional

The PR Director will be an excellent writer and take initiative to get as much good press for the Chapter of the organization as possible.

- Maintain an extensive list of contacts that will be emailed every time there is a news story we want to promote.
- Write compelling press releases to be sent to press contacts with supporting media attachments/links.
- Read local publication's letter to the editor sections and write respectful responses to those that mention Moms for Liberty.
- Recruit other excellent writers to write and submit LTE's.

SAC (School Advisory Council) Committee Director

The SAC Committee Director's sole focus will be to educate and recruit parents and members of the community to run for their school's SAC.

- Create educational content to be shared at meetings, on the group Facebook page, emails and any other creative ways we are able to reach members.
- Hold educational webinars for parents interested in learning more about why they should run for SAC.
- Keep a list of parents and other members that commit to running for the SAC. Reach out to these members consistently and encourage them.
- Document the parents that become SAC members along with the school they are on the council for.

Community Organizer

The community organizer will be responsible for ensuring that Moms for Liberty is holding events that members can attend to connect with one another, serve others, and fundraise for the group.

- Recruit Community Event Ambassadors that can take charge in different areas of the county (i.e. North, Central, South) and host different events to facilitate member involvement outside of the stressful nature of political activism. These can include:
 - Park play dates
 - Conceal Carry Classes
 - Moms/Dads/Couples Night Out
 - Madison Meetups
 - Bible Studies
- Recruit Community Service Ambassadors that can take charge in different areas of the county (i.e. North, Central, South) and host different community service opportunities to

facilitate member involvement outside of the stressful nature of political activism.

- Recruit a Community Fundraising Ambassador that can take charge in holding fundraisers to facilitate member involvement and raise funds for the organization.
- Ensure that the Community Ambassadors chosen are holding regular events, fundraisers and community service meetups. Post the event/service details in the Moms for Liberty Facebook group and ensure they get added to an email blast.
- Support Community Ambassadors with their events as much as possible.