

BIG MOTHER ENERGY × MOMS FIRST · OCT 19, 2026 – JAN 10, 2027

BURN IT DOWN.

The plan for taking the conversation that happens after a screening of *No Country for Mothers* to where mothers already are: the feed.

WHAT THIS IS

Twelve weeks, one topic a week, on Instagram and LinkedIn. Each week names one thing that isn't working for mothers, burns it down in public, calls out the brands that should be talking about it, and shows what we build instead. Run by Big Mother Energy, alongside the Moms First screenings, with the film's hosts across the country carrying it.

THE MISSION AND THE PURPOSE

The mission: burn down the culture that says we are less than, and build one that shows our power. The purpose: show the world what happens when we harness big mother energy. The way there is awareness first, then watching, then the conversation, then action. Mothers talking to each other in public instead of alone. Brands sharing it on their own pages. The cultural shift is what moves policy. This is how we start it.

MEGAN DARRELL · BIG MOTHER ENERGY · OCTOBER 2026

THE MISSION

**BURN DOWN THE CULTURE THAT SAYS WE
ARE LESS THAN. BUILD ONE THAT SHOWS
OUR POWER.**

THE PURPOSE

**SHOW THE WORLD WHAT HAPPENS WHEN
WE HARNESS BIG MOTHER ENERGY.**

WHO, WHAT, WHERE, WHEN, WHY, HOW.

WHO

The mothers we're mobilizing: the nearly 1,000 who already hosted *No Country for Mothers*, the moms in their communities, and every mother in a feed who is out there looking to be hired, looking for an opportunity, looking for a way in. This is it. This is step one.

WHEN

Monday, October 19, 2026 through Sunday, January 10, 2027. Seven posts a week, one burn a week, the blitz on January 10. Hosts are invited the week of October 13.

WHAT

Burn It Down: a twelve-week campaign, one topic a week. Each week burns down one thing that isn't working for mothers, calls out the brands that should be talking about it, and shows what we build instead.

WHY

To burn down the culture that says we are less than, and build one that shows our power. To show the world what happens when we harness big mother energy. The culture war on mothers is on social media, so that's where we bring mothers back together. Moms First works the policy side; the cultural shift is what moves it.

WHERE

On social first: Instagram and LinkedIn, where mothers already are. From there to the virtual screenings, The Match live tapings, and the hosts' own towns. Not in person, not on Zoom, until she asks.

HOW

Monday to camera, with the call-out. The community reposts and tags until the brand shares, and each mom passes it to three more. Wednesday, one mother's words. Thursday, The Match. Friday, The Build. Sunday, Own yours. Every caption: Watch the film. Join The Match. Link in bio.

THE EXECUTION

WHAT HAPPENS, WHEN, AND WHO DOES IT.

THE TIMELINE

Week of Oct 13	Hosts invited. Founding cohort of 20 to 50 moms, creators and organizers recruited to post first. Week one brands chosen. Kit built.
Mon, Oct 19	Launch. The first Burn, to camera. The call-out begins. The founding cohort posts the same day. Launch screening, co-hosted with the partner.
Every week	One burn, seven posts. Thursday: The Match taping. Friday: the scoreboard, who shared and who got named.
Monthly	The Host Circle, live: what worked, what didn't, who's up next.
Sun, Jan 10	The blitz. Every burn, every call-out, all at once, and a national finale screening.

WHO DOES WHAT

Megan	The Monday Burn to camera. Hosts The Match. Sends the kit. Keeps the scoreboard.
Hosts	Repost and tag. Burn it locally with their town's number. Call out their local brands. Guest on The Match.
Every mother	A repost or a comment. Tell me below. Watch the film when she can. Come to The Match when she wants the room.
Brands	Share it on your page. Get named on Friday's Build.
Moms First	The film, the screenings, and the policy work the culture shift feeds.

THE THREE RULES THIS PLAN IS BUILT ON

START WHERE MOTHERS ALREADY ARE.

1.

Work with moms' realities.

Kids and work come first, every time.
The plan has to fit into a mother's day,
not ask her to fit into ours.

2.

Start in the feed, not on Zoom.

The culture war is on social media. So is
the way back to each other. In person
and live come later.

3.

Build the funnel in order.

Awareness, then watching, then the
conversation, then action. Nothing
skips a step.

TWELVE WEEKS. TWELVE BURNS.

One topic a week. Each week names one thing that isn't working for mothers, burns it down in public, and shows what we build instead.

Then on January 10, the blitz. Everything at once.

EVERY CAPTION ENDS THE SAME WAY

Watch the film. Join The Match. Link in bio.

BIG MOTHER ENERGY × MOMS FIRST

BURN IT DOWN · OCT 19 – JAN 10

ONE BURN, SEVEN DAYS.

Day	The post	What happens
Mon	The Burn	Megan to camera: burn down X, build Y. Then call out the brands by name.
Tue	Repost	Repost and tag the brands. Say why you're watching. Tag the three moms you're bringing in, then DM them a seat.
Wed	From the wall	One real mother's words on the topic, with permission.
Thu	The Match	The conversation show. Call for guests, or announce the taping.
Fri	The Build	What we build instead, and who is already building it.
Sat	Repost	Repost the week's posts, including Wednesday's mother. Name the mom you're bringing in.
Sun	Own yours	One thing Megan owned this week. Then: own yours.

HOW IT GOES VIRAL

WE CALL OUT BRANDS. WE REPOST UNTIL THEY SHARE.

1

Monday. The call-out.

Megan to camera, then she names the brands that should be talking about this week's burn. By name, on the post.

2

The community reposts.

Mothers repost and tag the brand, then tag the three moms they're bringing in and DM them a seat. One tap each, a hundred at a time.

3

We don't stop.

The same ask, in the brand's mentions, every day, until they share it on their own page. Playful. Public. Relentless.

4

The brand shares.

That's the win. Their followers meet the film and The Match. Reach leaves the mom bubble. We name them on Friday's Build.

5

Her words keep it human.

Wednesday, one mother's answer from the comments becomes the post. She shares it. Her people arrive.

The scoreboard is one number: brands that shared it on their page. Then January 10, the blitz: every call-out, all at once.

THE MOM CHAIN · PUBLIC TAG CREATES VISIBILITY. PRIVATE DM CREATES PARTICIPATION.

MOMS ALREADY HAVE A DISTRIBUTION SYSTEM. EACH OTHER.

1

Share why.

She reposts the Burn and says, in one line, why she's watching. Her reason, not ours.

2

Tag three moms, in public.

The three she wants in the conversation. Named on the post, where everyone can see the chain grow.

3

Save them a seat, in private.

A DM with the next screening and Thursday's taping. Group chats, school threads, real friendships: where things that matter already move.

4

Repeat.

Every mom who watches passes it to three more. The brands get the public call-out. The moms get the private invitation.

THE PUBLIC POST

"I watched a film every mother in America needs to see, and I want you in the next conversation. I'm playing it forward to @name, @name and @name. Check your DMs. #BurnItDown #NoCountryForMothers"

THE PRIVATE DM

"I saved you a seat. Here's the next screening and Thursday's taping of The Match. When you've watched, pass it to three more moms."

WHO CARRIES IT: NEARLY 1,000 PAST HOSTS, 15,000+ SIGN-UPS

NEARLY 1,000 HOSTS. ONE ASK A WEEK.

HOW WE REACH THEM

Week of Oct 13 · The invitation

One email to every past host from hello@momsfirst.us, plus a personal note from Megan on LinkedIn. One link: I'm in.

Every Monday · The kit

The week's burn in their inbox and the Host Hub: script, the brands we're calling out, repost caption, posts ready to go.

Every Friday · The scoreboard. Monthly · The Host Circle

Friday: which brands shared, who got named, next week's burn. Monthly: the Host Circle, live, to plan what's next.

If they want more: apply to be a guest on The Match for the topic that's theirs, and get named on Friday's Build. No one is asked to host another screening. They're asked to repost, to tag, and to talk.

WHAT A HOST DOES

1. Repost and tag.

Tuesday and Saturday, repost the Burn, tag the brands, and tag the three moms you're bringing in. One tap. That's the minimum.

2. Burn it locally.

Once a week, post the burn with their own town's number. Same template, their town, their people.

3. Call out their brands.

Name the local businesses and employers in their community that should share it. The call-out goes local.

SAMPLE · WEEK ONE · THE BRANDS ARE NAMED MONDAY, OCTOBER 19

THE CALL-OUT, DAY BY DAY.

MONDAY · ON THE POST

"@brand, @brand, @brand: you sell to mothers. For the women in your cart, childcare costs more than rent. Share this on your page. We'll be in your mentions until you do."

TUE + SAT · HER REPOST

"Reposting until @brand shares it. Care costs more than my rent. Hers, hers and hers.
#BurnItDown
#NoCountryForMothers
@bigmotherenergy"

Copy, paste, one tap. That's the whole ask.

EVERY DAY · IN THEIR MENTIONS

"Day 4. The moms are here. Where are you, @brand? Share it and we'll name you on Friday.
#BurnItDown
#NoCountryForMothers"

Same ask, new day, until they share.

FRIDAY · WHEN THEY SHARE

"@brand shared it. That's one. Named on The Build. Who's next?"

Their followers meet the film and The Match. The scoreboard ticks up.

Playful, public, never cruel. We call out the model, never a mother. Brands that share get thanked loudly. Brands that don't get asked again tomorrow.

WEEK ONE · MONDAY, OCTOBER 19 · THE BURN

CHILDCARE THAT COSTS MORE THAN RENT.

TO CAMERA

"This week we're burning down childcare that costs more than rent. That's not a family problem. That's a country problem. We're building care every family can afford."

Then she calls out the brands for the week, by name. The community reposts and tags them until they share it.

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THE CAPTION

Week 1 of Burn It Down: childcare that costs more than rent.

In a lot of places, full-time care costs more than the rent. Sometimes more than the second paycheck it's supposed to make possible. Mothers have been doing that math alone at the kitchen table for years.

This week we burn it down. We build care every family can afford.

What does care cost where you live? Tell me below.

Watch the film. Join The Match. Link in bio.

BURN IT DOWN · OCT 19 – JAN 10

THE TWELVE BURNS.

- 1

Childcare that costs more than rent

Oct 19–25 · We build care every family can afford.
- 2

School hours vs. working hours

Oct 26–Nov 1 · We build days built for working families.
- 3

Paid leave

Nov 2–8 · We build time to heal and bond, paid.
- 4

The motherhood penalty

Nov 9–15 · We build pay that doesn't drop when you become a mother.
- 5

Coming back to work

Nov 16–22 · We build work that counts what we did at home.
- 6

The mental load

Nov 23–29 · We build a load that's shared.

- 7

After birth

Nov 30–Dec 6 · We build real care in the fourth trimester.
- 8

The judgement mothers feel

Dec 7–13 · We build support that shows up.
- 9

Employers who get it

Dec 14–20 · We build workplaces that work for families.
- 10

A seat at the table

Dec 21–27 · We build mothers in the room where it happens.
- 11

Building the village

Dec 28–Jan 3 · We build a village you can call.
- 12

Caring at both ends

Jan 4–10 · We build support for the sandwich years.

Sunday, January 10 · The blitz. Everything at once.

AWARENESS FIRST. THEN WATCHING. THEN THE CONVERSATION. THEN ACTION.

THE FUNNEL, IN ORDER.

1

AWARENESS.

Be in the feed.

Monday's Burn calls out the brands by name. Tuesday and Saturday the community reposts and tags them until they share it on their page. Buzz built by mothers, not bought.

2

WATCH.

Make the film worth two hours.

Wednesday puts one real mother's words in the feed. Every caption points to the film. Nobody is asked to block off a night before they know why it matters.

3

CONVERSATION.

The Match, Thursdays.

A show, not a fireside chat. Guests are mothers and organizers already doing something about the week's topic. Live tapings for those who want the room. Clips for everyone else.

4

ACTION.

Friday builds. Sunday owns.

The Build shows what we build instead and who is already building it. Own yours closes the week with one thing each of us can own. This is where "what do we do now?" gets its answer.

WHAT A MOTHER IS ASKED TO DO

MOST DAYS, A REPOST OR A COMMENT.

Watch the film when she can. Come to The Match when she wants the room.
Nothing goes on her calendar until she asks for it.

BIG MOTHER ENERGY × MOMS FIRST

BURN IT DOWN · OCT 19 – JAN 10

GET BEHIND IT

FOUR WAYS IN.

AS A MOTHER.

Follow @bigmotherenergy.
Repost Monday's Burn and tag
the brands. Tag three moms,
DM them a seat. Answer: tell me
below.

AS A HOST.

Hosted a screening? Say I'm in.
Run the Monday kit, burn it
locally with your town's number,
call out your local brands.

AS A BRAND.

You sell to mothers. Share the
week's Burn on your own page.
We'll name you on Friday's Build
and thank you louder than we
asked.

AS A GUEST.

Already doing something
about one of the twelve burns?
Apply for your week on The
Match at wearethematch.com.

Watch the film. Join The Match. Link in bio.

Help build it: [apply now](#)

THE PARTNER ASK

ONE BRAND BECOMES THE OFFICIAL AMPLIFICATION PARTNER.

Moms First brings the film and the mission. Big Mother Energy brings the burn and the hosts. The partner brings the microphone. Moms are the distribution network.

1

Start the chain.

Recruit the founding cohort: creators, community and everyday mothers who post the first Burn on October 19.

2

Make it travel.

Produce social content from the strongest reactions and amplify them on the brand's own channels, every week.

3

Fund the reach.

Creator fees, paid media behind the Burns that work, and the crew roles, so the people building this get paid.

4

Create the tentpoles.

Co-host two screenings: the launch on October 19 and a national finale on January 10, the blitz.

The partner buys the room, never the mic. Every other brand still gets called out, and still gets named on Friday when they share.

I'M LOOKING FOR INDIVIDUALS WHO CAN

IF YOU WANT TO HELP ME BUILD THIS, REACH OUT.

Mother of the Cut.

Edit Monday's Burn, The Match clips and Sunday's recap. Phone-first, captions on.

Mother of the Call-Out.

Research each week's brands and handles, and the local ones hosts can call out.

Mother of the Posts.

Run the templates each week: feed and story for all seven posts, plus local versions.

Mother of the Numbers.

Source a real number for every burn: what care costs, what leave pays, by town.

Mother of the Repost.

Captain Tuesday and Saturday. Rally the community, track who reposted.

Mother of the Wall.

Find the week's mother in the comments, get her yes, build Wednesday's post.

Mother of the Kit.

Build and send the Monday kit and the Friday note to every host.

Mother of Partnerships.

Talk to brands who want to do more than share: partnerships that fund this work.

Mother of the Scoreboard.

Track brand mentions and shares. Write Friday's scoreboard note.

Mother of The Match.

Book guests from the applications, run the Thursday taping, handle the tech.

Mother of [your state].

Be the captain for your state: your hosts, your local brands, your towns.

Mother of the Press.

Pitch the campaign and The Match to press, podcasts and newsletters.

Twelve roles, full descriptions in the appendix. This is step one. Apply online, or email megan@bigmotherenergy.com with the subject line: Mother of ____.

Apply now

LET'S SHOW THE WORLD WHAT HAPPENS WHEN WE HARNESS BIG MOTHER ENERGY.

Burn It Down starts Monday, October 19. Watch the film. Join The Match. Link in
bio.

@bigmotherenergy · @momsfirstus · #BurnItDown · #NoCountryForMothers · wearethematch.com

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APPENDIX.

The reference pages. Everything a host, a guest or a brand would need to see to understand the burn.

A. Week one, all seven captions

B. The Match guest calls, by week

C. Rules of the burn

D. Who has already hosted

E. Links and handles

F. The roles: Mother of...

ALL SEVEN CAPTIONS, READY TO POST.

Monday · The Burn

Week 1 of Burn It Down: childcare that costs more than rent.

In a lot of places, full-time care costs more than the rent. Sometimes more than the second paycheck it's supposed to make possible. Mothers have been doing that math alone at the kitchen table for years.

This week we burn it down. We build care every family can afford.

What does care cost where you live? Tell me below.

Watch the film. Join The Match. Link in bio.

Tuesday · Repost

Repost every Burn post and story you see. Hers, hers and hers.

Wednesday · From the wall

From the wall: [first name], [town].

"[Her words about childcare that costs more than rent, shared with permission.]"

This is what childcare that costs more than rent looks like up close. And it's why we're building care every family can afford.

Watch the film. Join The Match. Link in bio.

ALL SEVEN CAPTIONS, READY TO POST.

Thursday · The Match

Week 1 on The Match: Childcare that costs more than rent.

I'm looking for organizers, providers and parents working to make childcare cheaper, closer or easier to find in their town.

Hosted or attended a screening of No Country for Mothers? Come tell us what you're doing about it. Apply at the link in bio.

Saturday · Repost

Repost the week's posts, including Wednesday's mother. One post is a spark. A hundred reposts is a wildfire.

Friday · The Build

The build: care every family can afford. Mothers are already building it: care co-ops, employers who help pay for care, towns that fund local programs. Childcare isn't a perk. It's infrastructure, like roads and power.

On The Match this week, I'm talking with the people building it where they live. Watch the film. Join The Match. Link in bio.

Sunday · Own yours

This week we burned down childcare that costs more than rent. And we started building care every family can afford.

I'm owning my part by saying the number out loud, so no mother thinks she's the only one who can't make it work.

Your story is yours to tell. Our future is ours to build. But we all have to play a role. Own yours.

THE MATCH GUEST CALLS, BY WEEK.

Wk	Topic	I'm looking for
1	Childcare costs	Organizers, providers and parents making care cheaper, closer or easier to find.
2	School vs. work hours	PTA leaders, school board members and parents who changed pickup or aftercare.
3	Paid leave	People who fought for paid leave at their workplace, in their union or their state.
4	The motherhood penalty	Mothers, HR leaders and advocates working on pay, raises and promotions after kids.
5	Coming back to work	Mothers who went back after time away, and the people running returnships.
6	The mental load	Mothers, partners and educators who found real ways to split the invisible work.
7	After birth	Doulas, nurses, postpartum leaders and mothers building care for the months after.
8	The judgement	Mothers and community leaders bringing together moms who disagree.
9	Employers who get it	Business owners, HR leaders and employee groups who changed a policy for parents.
10	A seat at the table	Mothers who ran for school board or a local seat, or are thinking about it. Any party.
11	Building the village	Mothers and organizers building meal trains, sitter swaps and local care networks.
12	Caring at both ends	Mothers caring for children and aging parents at once, and the people supporting them.

RULES OF THE BURN.

1. We burn the model, never a mother.

No judging how anyone does it. Every mother doing the job is doing the job.

2. Brands get asked, not shamed.

Loudly, daily, playfully, until they share. Then we thank them louder than we asked.

3. Her words, only with permission.

First name and town. Nothing from the comments goes on the wall without a yes.

4. No invented numbers, no invented quotes.

A number on a post is a real number from a real town. A quote is a real mother's.

5. Every party and no party.

Mothers, at the table. The campaign stays nonpartisan, every week, including week ten.

6. Nothing on her calendar until she asks.

The ask is a repost or a comment. Screenings and tapings are doors, never gates.

7. No one is asked to host again.

Past hosts are asked to repost, to tag and to talk. Hosting again is their idea, if it happens.

8. Every caption ends the same way.

Watch the film. Join The Match. Link in bio. One scoreboard: brands that shared.

APPENDIX D · A SAMPLE OF THE ORGANIZATIONS THAT HAVE ALREADY HOSTED

WHO HAS ALREADY PUT THIS FILM IN A ROOM.

Almost none of them are "mom groups." They are institutions with a room, a mailing list and a staffer whose job includes programming. That is who carries a burn into a town.

LIBRARIES AND TOWNS

Chicago Public Library · West Hartford Public Library · Town of West Hartford, Office of Employee Development and Community Engagement

CONGREGATIONS AND SCHOOLS

The Wy'east UU Congregation · First Unitarian Church NWI · First Christian Church of Decatur · Jefferson Elementary

EMPLOYERS AND ERGS

The Trade Desk, Inclusion and Belonging Committee · The Village at 72andSunny · Pure Physical Therapy Wisconsin · Lineage Legal

WOMEN'S PROFESSIONAL NETWORKS

Working Women's Network at Yale · Women In Business Roswell · SHE Utah · Southwest Women's Law Center

COMMUNITY ORGANIZATIONS

YMCA of San Diego County · Mundo Madre · Reclaim The Village · Take Up Space · The Village

MOTHER-LED BRANDS AND MEDIA

Loud Like A Mother · Lead Like A Mother · Biggest Little Baby · The Matricentric Way · Parenting Plus podcast · StoryB

APPENDIX E

LINKS AND HANDLES.

WATCH THE FILM

Free virtual screenings, and how to host one:
momsfirst.us/doc-host

BIG MOTHER ENERGY

bigmotherenergy.com · Instagram @bigmotherenergy ·
LinkedIn: Big Mother Energy

THE CAMPAIGN

#BurnItDown · #NoCountryForMothers · Every caption:
Watch the film. Join The Match. Link in bio.

JOIN THE MATCH

Tapings, guest application and the weekly topics:
wearethematch.com

MOMS FIRST

momsfirst.us · Instagram @momsfirstus ·
#nocountryformothers

MEGAN DARRELL

megan@bigmotherenergy.com · megan@momsfirst.us ·
linkedin.com/in/meganedarrell

MOTHER OF... THE CREW THAT BUILDS THE BURN.

Apply now

MOTHER OF THE CUT.

Video editor

You'll

- Cut Monday's Burn from Megan's phone footage into a feed and a story version, captions on.
- Clip Thursday's Match taping into three to five shareable moments by Friday.
- Cut Sunday's one-minute recap.

You are: fast in CapCut, Premiere or similar.

Phone-first. Captions, always.

Time: about 4 to 6 hours a week.

MOTHER OF THE REPOST.

Community captain

You'll

- Run Tuesday and Saturday: post the repost caption, rally hosts and mothers, keep the thread alive.
- Make sure the brands are tagged in the community's reposts, every day, until they share.
- Flag the best comments for the wall.

You are: on Instagram daily. Warm, relentless, never cruel.

Time: about 3 to 5 hours a week.

MOTHER OF THE SCOREBOARD.

Tracker

You'll

- Track brand mentions, reposts and shares each week in one sheet.
- Keep the running count: brands that shared.
- Write the Friday scoreboard note that goes to every host.

You are: organized, comfortable in a spreadsheet, and you like a number.

Time: about 2 to 3 hours a week.

MOTHER OF... THE CALL-OUT, THE WALL AND THE MATCH.

Apply now

MOTHER OF THE CALL-OUT.

Brand research

You'll

- Propose three brands a week that sell to mothers and should be talking about the topic.
- Find the right handles and the person behind each one.
- Build the local brand list hosts can call out in their towns.

You are: a researcher and a shopper. You know what's in a mother's cart.

Time: about 2 to 4 hours a week.

MOTHER OF THE WALL.

Comments editor

You'll

- Read every comment on Monday's Burn and find the week's mother.
- Get her yes, first name and town, before anything is posted.
- Write Wednesday's post from her words, not ours.

You are: a careful reader, kind in a DM, obsessive about permission.

Time: about 2 to 3 hours a week.

MOTHER OF THE MATCH.

Producer

You'll

- Review guest applications and book the week's guest by Tuesday.
- Run the Thursday taping: sign-ups, link, tech check, run of show.
- Hand the recording to the Cut the same night.

You are: calm under a live clock. You've produced an event, a show or a meeting that mattered.

Time: about 4 to 6 hours a week.

MOTHER OF... THE POSTS, THE KIT AND YOUR STATE.

Apply now

MOTHER OF THE POSTS.

Template operator

You'll

- Generate the seven feed and story posts each week from the Burn It Down templates.
- Make the local versions hosts drop their town's number into.
- Keep the files named, filed and findable.

You are: handy with templates and a detail person. Nothing ships with a typo.

Time: about 2 to 3 hours a week.

MOTHER OF THE KIT.

Host communications

You'll

- Assemble the Monday kit: script, call-out, captions, posts. Send it to every host by Monday morning.
- Send the Friday note with the scoreboard.
- Answer host replies within a day.

You are: a clear writer, comfortable with an email tool, reliable on Mondays.

Time: about 3 to 4 hours a week.

MOTHER OF [YOUR STATE].

Regional captain · one per state

You'll

- Be the point person for the hosts in your state and rally them each week.
- Build your local brand list and find your town's number for each burn.
- Send guests from your area to The Match.

You are: connected where you live. A past host is ideal.

Time: about 2 to 4 hours a week.

MOTHER OF... THE NUMBERS, THE PARTNERSHIPS AND THE PRESS.

Apply now

MOTHER OF THE NUMBERS.

Researcher and fact-checker

You'll

- Source one real number for every burn, with a source: what care costs, what leave pays, the pay gap.
- Check the local numbers hosts post.
- Keep the source list anyone can see.

You are: comfortable with reports and data.

Allergic to a made-up number.

Time: about 2 to 3 hours a week.

MOTHER OF PARTNERSHIPS.

Brand partnerships

You'll

- Talk to the brands who want to do more than share.
- Build the offer and close partnerships that fund this work and these roles.
- Hold the line: a brand buys the room, never the mic.

You are: you've sold or bought sponsorships.

Comfortable with a deck and a number.

Time: about 3 to 5 hours a week.

MOTHER OF THE PRESS.

Press and podcasts

You'll

- Pitch Burn It Down and The Match to press, podcasts and newsletters.
- Book Megan, and the hosts with the best stories.
- Keep the press list and the one-pager current.

You are: you've placed a story before, or you know exactly who to call.

Time: about 2 to 4 hours a week.

Every role: volunteer to start, named on Friday's Build and in The Match credits. This is step one. The goal is that the brands who get behind this fund these roles as paid work for mothers.