

BURN IT DOWN · WEEK ONE KIT

OCT 19-25, 2026 · CHILDCARE THAT COSTS MORE THAN RENT · FOR HOSTS AND MOTHER ORGANIZERS

Friends, here's week one.

You already put this film in front of a room. This is the next thing, and it takes less than ten minutes a week. Every Monday this kit lands with the week's burn: the script, the brands we're calling out, the captions and the posts. This week we burn down **childcare that costs more than rent**. We build **care every family can afford**.

YOUR THREE ASKS THIS WEEK

- 1** **Repost, tag, and pass it on.**
Tuesday and Saturday, repost Monday's Burn and tag the brands (Caption A). Then the Mom Chain: tag three moms in public and DM them a seat (Caption F). One tap, three names, one DM.
- 2** **Burn it locally.**
Once this week, post the burn with your own town's number: what full-time care costs where you live. Caption B. Same words, your town.
- 3** **Call out your brands.**
Name one local business or employer that sells to the mothers of your town and should share this. Caption C. Then nudge them daily, Caption D.

THE WEEK AT A GLANCE

Day	What Big Mother Energy posts	What you do
Mon 10/19	The Burn. Megan to camera, then the call-out: the brands named for the week.	Watch it. Answer the question in the comments: what does care cost where you live?
Tue 10/20	Repost day.	Repost the Burn and tag the brands (Caption A). Tag three moms and DM them a seat (Caption F). Post your local burn any day Tue-Fri (Caption B).
Wed 10/21	From the wall: one mother's words, first name and town, with permission.	Repost her. If she's one of yours, tell her she's on the wall.
Thu 10/22	The Match: this week's guest call, and the live taping at [time] ET.	Apply, or send someone from your town who's building better care. Come to the taping if you can.
Fri 10/23	The Build: what we build instead, and who's already building it. Brands that shared get named.	Repost. Reply to this email with your links and any brand that shared. Scoreboard goes out.
Sat 10/24	Repost day.	Repost the week's posts, including Wednesday's mother (Caption A).
Sun 10/25	Own yours: one thing Megan owned this week.	Post what you owned this week, if you want to. No pressure.

THE MATCH THIS WEEK

Topic: 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? Apply for your week at wearethematch.com. Taping Thursday, October 22 at [time] ET.

FIND YOUR TOWN'S NUMBER

Ask three local providers for their full-time monthly rate for one child and use the middle one, or use your own receipt. Say where it came from. A real number from a real town beats a national average. Stuck? Reply with "Numbers."

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COPY AND PASTE

Swap the words in brackets. Everything else is ready. Keep @bigmotherenergy, #BurnItDown and #NoCountryForMothers so we can find you and repost you.

A · Your repost (Tuesday and Saturday)

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

B · Your local burn (once this week, any day Tuesday to Friday)

Week 1 of Burn It Down: childcare that costs more than rent. In [town], full-time care runs about \$[number] a month. [One line about your own math.] That's not a family problem. That's a country problem. 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. @bigmotherenergy #BurnItDown #NoCountryForMothers

C · Your local call-out (tag one business or employer in your town)

@[local business], you sell to the mothers of [town]. Care here costs more than rent. Share this on your page and we'll name you Friday. #BurnItDown #NoCountryForMothers @bigmotherenergy

D · The daily nudge (in their comments or mentions, once a day until they share)

Day [number]. The moms of [town] are here. Where are you, @[brand]? Share it and we'll name you Friday. #BurnItDown #NoCountryForMothers

E · If you want to say it to camera (15 seconds, phone, captions on)

This week we're burning down childcare that costs more than rent. In [town], it's about \$[number] a month. That's not a family problem. That's a country problem. We're building care every family can afford.

F · The Mom Chain: the public post, then the private DM

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

THE RULES OF THE BURN

- We burn the model, never a mother. No judging how anyone does it.
- Brands get asked, not shamed. Loudly, daily, playfully, until they share. Then we thank them louder.
- Her words only with permission, first name and town.
- Real numbers only, with a source. No invented quotes.
- Every party and no party. Mothers, at the table.
- Nothing goes on your calendar unless you want it there. A repost counts.

LINKS

Watch the film, or host a screening: momsfirst.us/doc-host · The Match, guest application and tapings: wearethematch.com · Want a role on the crew? **Mother of...** applications are open on the Big Mother Energy site · Instagram @bigmotherenergy · @momsfirstus · #BurnItDown · #NoCountryForMothers · Questions: megan@bigmotherenergy.com

Thank you for carrying this into your town. Let's show the world what happens when we harness big mother energy.

Megan