

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

BURN IT DOWN.

A twelve-week social campaign that takes the conversation after *No Country for Mothers* to where mothers already are: the feed.

Twelve weeks. One topic a week. Each week we burn down one thing that isn't working for mothers, call out the brands that should be talking about it, and show what we build instead.

THE PLAN IN SIX PAGES · MEGAN DARRELL · BIG MOTHER ENERGY

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 IT'S FOR

The mothers we're mobilizing: the nearly 1,000 who already hosted the film, the moms in their communities, and every mother in a feed looking for a way in. This is step one.

WHY SOCIAL FIRST

The culture war on mothers is happening on social media. So that's where we bring mothers back together. In person and live come later, when she asks.

WHY IT MATTERS

Moms First works the policy side. The cultural shift is what moves it. Awareness, then watching, then the conversation, then action.

THE PLAN

TWELVE WEEKS. TWELVE BURNS. ONE BURN, SEVEN DAYS.

MON	TUE	WED	THU	FRI	SAT	SUN
The Burn, to camera. The call-out.	Repost day. Hers, hers and hers.	From the wall: one mother's words.	The Match. The conversation show.	The Build: what we build instead.	Repost day. A spark, then a wildfire.	Own yours.
1 · Childcare that costs more than rent	2 · School hours vs. working hours	3 · Paid leave	4 · The motherhood penalty	5 · Coming back to work	6 · The mental load	7 · After birth
				8 · The judgement mothers feel	9 · Employers who get it	10 · A seat at the table
						11 · Building the village
						12 · Caring at both ends

Oct 19 to Jan 10. Then the blitz: everything at once. Every caption ends the same way: Watch the film. Join The Match. Link in bio.

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 sell to mothers and should be talking about this week's burn. By name, on the post.

2

The community reposts.

Mothers repost and tag the brand until it shares. Then the Mom Chain: each mom tags three moms in public and DMs them a seat in private. One tap each, a hundred at a time.

3

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.

4

Her words keep it human.

Wednesday, one mother's answer from the comments becomes the post, with her first name and town. She shares it. Her people arrive.

The scoreboard is one number: brands that shared it on their page. What a mother is asked to do: a repost, a comment, three tags and a DM. Nothing on her calendar until she asks for it.

WHO CARRIES IT, AND WHEN

NEARLY 1,000 HOSTS. ONE ASK A WEEK.

WHO DOES WHAT

Hosts	Get the Monday kit. 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. Tag three moms, DM them a seat. Watch the film when she can.
Brands	Share it on your page and get named Friday. One brand becomes the official amplification partner: seeds the cohort, funds the reach, co-hosts the tentpoles.
Megan	The Monday Burn to camera. Hosts The Match. Sends the kit. Keeps the scoreboard.
Moms First	The film, the screenings, and the policy work the culture shift feeds.

No one is asked to host another screening. They're asked to repost, to tag, and to talk.

THE TIMELINE

Week of Oct 13	Hosts invited. A founding cohort of moms, creators and organizers recruited to post first. Week one brands chosen.
Mon, Oct 19	Launch. The first Burn and a launch screening. The call-out begins.
Every week	One burn, seven posts. Thursday: The Match taping. Friday: the scoreboard.
Monthly	The Host Circle, live.
Sun, Jan 10	The blitz. Every burn, every call-out, all at once, and a national finale screening.

GET BEHIND IT

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

AS A MOTHER.

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

AS A HOST.

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.

ON THE CREW.

Twelve "Mother of..." roles, from the Cut to the Press. Volunteer to start. This is step one.

Watch the film: momsfirst.us/doc-host · Join The Match: wearethematch.com · [@bigmotherenergy](https://twitter.com/bigmotherenergy) · [#BurnItDown](https://twitter.com/BurnItDown) [#NoCountryForMothers](https://twitter.com/NoCountryForMothers) · megan@bigmotherenergy.com

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