



www.MaggiesClubs.com

This site is designed to help all mother's clubs across the nation. Each month we provide new activities, help, tips, community involvement, support, and information you can use to improve and enhance your club. Club leaders and members alike now have easy access to communicate with other clubs across the country, on issues that matter. Our partners also provide you the opportunity to become true influencers in your community. We hope you enjoy the content, the setting, and the community.

Mother's Experience



Mother's Experience

- Help your Mother's Group.
- Information to improve your meetings.
- Activities, community relations, playgroups, & cooking activities.
- Themed holiday programs.
- Converse with groups around the country.
- Interact, improve, and challenge your group.



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Sponsor Experience



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- Home page messaging.
- Content page messaging.
- Newsletter messaging.
- Sampling Programs.
- Events.
- Custom Experience.
- Interact with mothers online and in person.



This is Shelby. She is a Mom-Fluencer. You know her from the neighborhood; she is a college graduate with her Masters degree. She has all of the latest tech gadgets, and is a trend setter. Shelby is heavily involved in her

children's life, but doesn't let that get in the way of her own identity. She once had a power career as marketing rep for a big firm, but gave it up to focus on her family. Shelby still works part time to keep her mind in the business world, and she puts her work experiences to practice in parenting with the same drive and goal orientation. Her husband Dave runs the research unit at the plant in town, and their Household Income is well above the norm in her geographic region. Shelby is fortunate that they have money to spend on the latest products and services. Once Shelby has a passion for something, she spreads the passion to her network, of which a large part is the Dansville Mothers Club, with over 100 active members. Shelby is the founder, and active director of the Mothers club. She even created a website for the group, creates, manages and schedules all the club's activities. She is a marketer's best friend, if your product or service measure up.

Mother's Club Leaders *Reach the Mom-Fluencer*

Evolution Mother's Club Programs

- ◆ Each Program is themed to your products.
- ◆ Kits/gift bags are sent to each club.
- ◆ Programs are timed to occur on the same date, with a common program theme.
- ◆ Kits are sent to Club Leader (Mom-Fluencer) who coordinates the event.
- ◆ Evolution posts an online custom survey to meet your information needs.
- ◆ Complete recap-report provided.
- ◆ Provides a great opportunity for product sampling, product launches, movie screenings, market research, and so much more!



**3,000+ Mother's Clubs & Growing
50 States
Top 50 DMA's
Reach 1,500,000 Moms & Growing**

- ◆ Mom-Fluencers Control over 85% of family spending.
- ◆ She spreads the word about the latest product she has purchased.
- ◆ If the Mom-Fluencer buys it, everyone else must have it.
- ◆ They are smart trend setters, who spend money.
- ◆ They are multi-tasking, hands on women.
- ◆ They take charge, and are the organizers of the neighborhood.
- ◆ Help Mom-Fluencer help her group.
- ◆ Put your product in her hands.



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How Mother's Clubs Participate in the Community

The **Pike Creek MOMS Club** Third Annual Benefit Spaghetti Dinner and silent auction is 5 to 9 p.m. Saturday at Limestone Presbyterian Church in Pike Creek. Admission is \$5 or a new unwrapped toy. Dinner attendance is not required to drop off donations, which will benefit Alfred I. duPont Hospital for Children in Rockland.

The **Mother's Club of Geneva** recently presented Nancy Torosian, Geneva, with the Mother of the Year award and Autumn Burns, Geneva, with the Marcella Fuller Award. The Mother of the Year is awarded to a member that has shown exemplary support of her family and her community.

The **MOMS Club of Gulf Breeze** members work together on service projects that benefit their community. They have donated to the Pensacola Ronald McDonald House, Gulf Coast Kids House, Caring and Sharing, Catholic Charities, Susan G. Komen Breast Cancer Research, Hurricane Ivan and Katrina victims and the Waterfront Rescue Mission just to name a few.

Lamorinda MOMS Club annual Community Outreach Committee gathered donations for the Bay Area Crisis Nursery (BACN). The purpose of the Bay Area Crisis Nursery is to prevent abuse and neglect of children by providing support to families who are in crisis. The primary service is providing a warm, loving, homelike environment for children birth through five years of age by offering 24-hour residential care.

The **MOMS Club of Suwanee-East** has supported our community through service projects big and small - including: Toiletry and Canned Food drives, Fundraisers with local businesses (i.e., Pizza Nights), Club-wide Consignment Sales, Auction Night and much more.



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Rank	DMA Name	Rank	DMA Name	Rank	DMA Name
1	New York, NY	18	Denver, CO	35	Salt Lake City, UT
2	Los Angeles, CA	19	Orlando, FL	36	Greenville, NC
3	Chicago, IL	20	Sacramento, CA	37	San Antonio, TX
4	Philadelphia, PA	21	St. Louis, MO	38	West Palm Beach, FL
5	Dallas, TX	22	Pittsburgh, PA	39	Grand Rapids, MI
6	San Francisco, CA	23	Portland, OR	40	Birmingham, AL
7	Boston, MA	24	Baltimore, MD	41	Harrisburg, PA
8	Atlanta, GA	25	Charlotte, NC	42	Norfolk, VA
9	Washington, DC	26	Indianapolis, IN	43	Las Vegas, NV
10	Houston, TX	27	San Diego, CA	44	Albuquerque, NM
11	Detroit, MI	28	Raleigh, NC	45	Oklahoma City, OK
12	Phoenix, AZ	29	Hartford, CT	46	Greensboro, NC
13	Tampa, FL	30	Nashville, TN	47	Memphis, TN
14	Seattle, WA	31	Kansas City, MO	48	Louisville, KY
15	Minneapolis, MN	32	Columbus, OH	49	Jacksonville, FL
16	Miami, FL	33	Cincinnati, OH	50	Buffalo, NY
17	Cleveland, OH	34	Milwaukee, WI		



Enhance Your Message

- Interact with Mothers online & in person.
- Maggie's Clubs provides you with access to over 3,000 Mother's Clubs in the top 50 DMA's throughout the country.
- Examples:
 - South Orange Mothers & More.
 - Tampa Mothers & More.
 - Camden Mommies.
 - North Borough Moms & Tots.
- Estimated reach:
 - 3,000 Mother's Clubs and growing.
 - 1,500,000 members.