
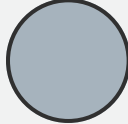
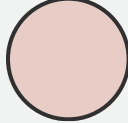




MOM WHAT'S NEXT

City
Manager
Meeting

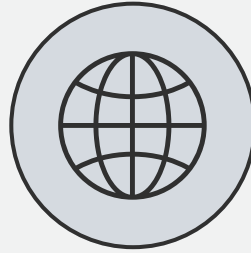
APR
2026

-  Intros/Icebreaker
-  City Growth Report
-  Mother's Day Giveaway
-  Mom, What's Next App
-  What's Next?

MOM WHAT'S NEXT

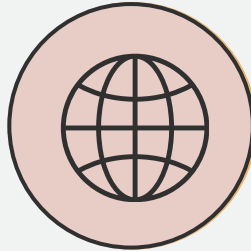
City
Manager
Meeting

APR 2026



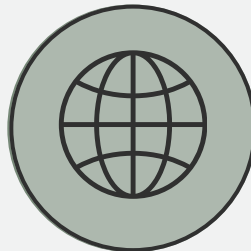
SET YOUR DISPLAY NAME

- Change to Name | City



INTRODUCTION

- Name
- City/Area you manage
- Who makes you a mom?



ICE BREAKER

- Spring Break: *give us a one-two sentence overview/preview*

MOM WHAT'S NEXT

meet our
corporate
team



Olivia Carter

.....
FOUNDER



Erica Fitch

.....
CO-FOUNDER



Victoria Chiampas

.....
CO-FOUNDER
DEVELOPMENT, OPERATIONS,
FINANCE & MARKETING

MOM WHAT'S NEXT

welcome
our new city
managers



Mayana Cherie

.....
DENVER



Sydney Love

.....
MISSOULA

MOTHER'S DAY GIVEAWAY

crash course

Get Donations

Reach out to local businesses & makers for gifts that MOM would love (google form for easy management)

Create Graphics

Using brand template on Canva, create graphics for each day using logos or photos of the giveaway item

Write Captions

Use provided templates for inspo, make sure to include rules for entry.

Post Giveaway

Post at the same time each day. We are putting a pause on all other Feed Posts during the week

Share Winner

Share previous day's giveaway in stories and tag winner. Add winner to the caption to signify the end of the giveaway.





MOM WHAT'S NEXT

THE APP

EVENT CALENDAR

This will allow city managers to have all their upcoming events (both hosted and sourced) in one location, users could also input with moderator approval.

FILTERS / TAGS

This will allow people to group things by "stroller accessible" or "good for babies" etc.

IDEAS

This will be a space where parents (or sponsored by businesses eventually) can build out a plan that can be saved or shared.

SEARCH FUNCTION

Users are search by location and once they select their location they will be able to view user generated "reviews" or "parent tips" - the know before you go that MWN is known for.

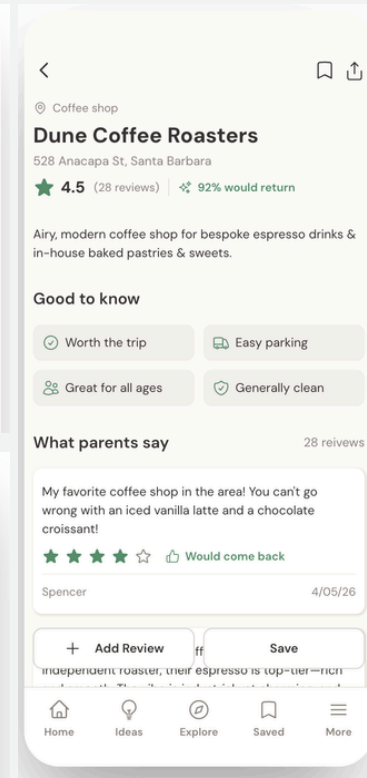
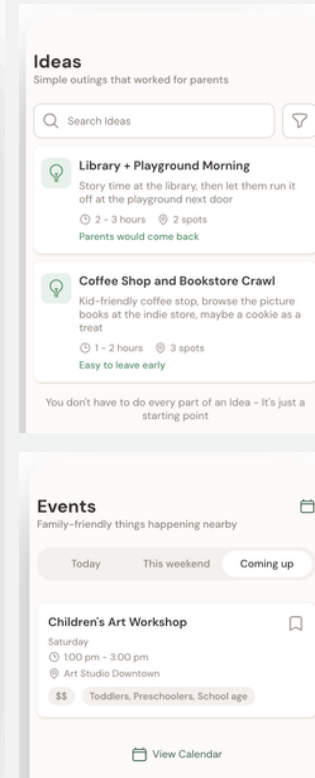
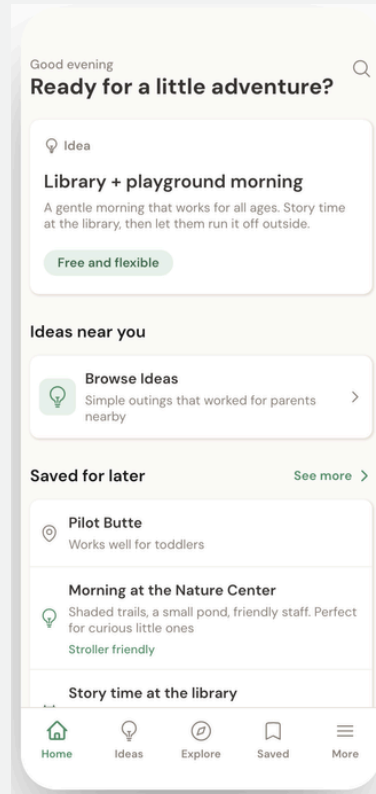
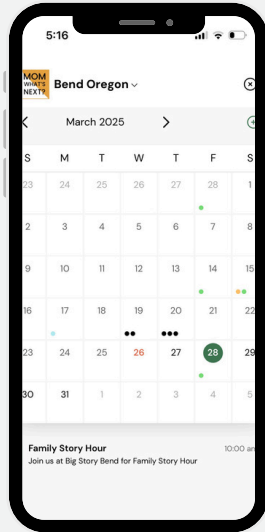
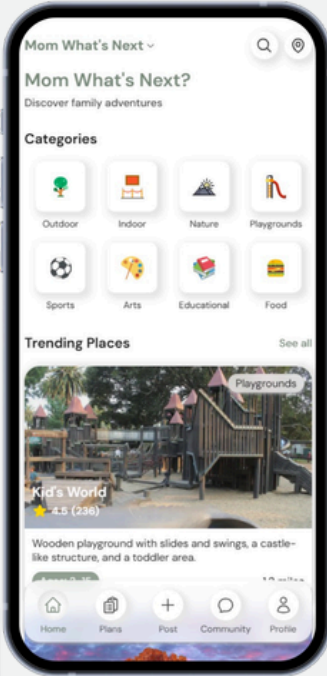
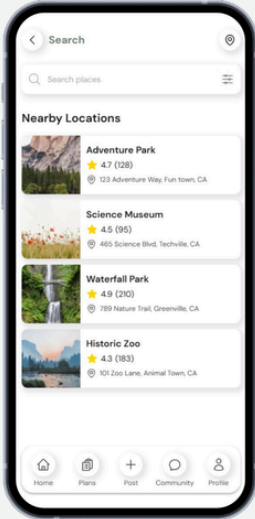
COLLABORATION

This new format allows it to be what Mom What's Next has always been to it's core: a COLLABORATIVE community resource. Allowing parents to leave "reviews" "ideas" and "events" takes some pressure off of you.



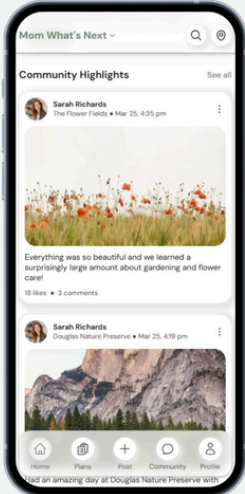
MOM WHAT'S NEXT

THE APP



VERSION 1.0 (2025)

VERSION 2.0 (2026)



WHAT'S NEXT?

WE WANT TO HEAR
FROM YOU



MOTHER'S DAY GIVEAWAY

Post soon, organize, and have fun!



APP DEVELOPMENT

If you are interested in participating, reach out.



IDEAS/FEEDBACK

Lay it on us.



NEXT MEETING

June 2026 - App Next Steps



REACH OUT IF I CAN HELP

Life is wild, but I find MUCH joy in helping you grow.

