

Welcome - Slide 1

Welcome to the *<insert name of city>* Woke Mom meet-up in commemoration of M.O.B.B. United's 1 year MOBBiversary! We are glad you have joined us in our journey to protect our Black Boys and men. You have joined us at a great time. We are commemorating one year of working hard to support policy to protect our sons and need Moms like you all to join us.

Introductions:

- Have each guest introduce themselves: Name, number of children, number of sons, his/their age(s) and one reason why you are here today.

Icebreakers:

- Bingo / Other

Introducing M.O.B.B. United & M.O.B.B. United For Social Change Inc. - Slide 2

Background

- MOBB United started as a Facebook group on July 7, 2016, immediately following multiple deaths of Black men at the hands of law enforcement. In particular, Alton Sterling was killed in Baton Rouge, Louisiana on July 5, 2016 while selling CDs outside of a convenience store, and Philando Castile was killed in St. Anthony, Minnesota on July 6, 2016 following a "routine" traffic stop, with his girlfriend and 4-year-old daughter in the car.
- We all experienced the graphic images of their brutal deaths on the news and in the case of Mr. Castile, who was a beloved Montessori school cafeteria worker, on Facebook Live.
- The frustration, fear, anger and anxiety we all felt then is what initially brought us together. What has kept us together is an unrelenting desire and determination to prevent our own sons and anyone else's sons from reaching that same fate.

Who We Are

- What started as a Facebook group is now an organization that provides a resource and a voice for 175,000+ concerned mothers of Black sons who represent every race, age, socioeconomic background, marital status and education level.
- We are dedicated to changing perception and fostering understanding of the plight of Black boys and men in America by telling their stories, celebrating their accomplishments, and connecting them to opportunities
- What we share is unconditional love for our sons, and we want the world to see them through our proud eyes.
- We honor and pay homage to the women and mothers who came before us to fight for justice and to protect our boys and men. Our brand identity reflects a long fought struggle of determination and the strength of unity.



Mission - Slide 3

MOMS OF BLACK BOYS UNITED, INC. & MOMS OF BLACK BOYS UNITED FOR SOCIAL CHANGE, INC. are sister organizations dedicated to positively influencing how Black boys and men are perceived and treated by law enforcement and in society.

- **M.O.B.B. UNITED, INC. is a resource**

Moms of Black Boys United provides information and support for moms of Black sons and promotes positive images of Black boys and men.

- Non-profit 501c3
- Supports moms by
 - Promoting Self-care
 - Encouraging strong family and community connections
 - Providing education
 - Sharing information that empowers them to navigate all of the institutions that interact with, influence, and impact our sons.

- **M.O.B.B. UNITED for SOCIAL CHANGE, INC. is a voice**

MOBB United for Social Change aims to influence policy impacting how Black boys and men are treated and perceived by law enforcement and in society.

- Non-profit 501c4
- Advocacy arm - Mobilizes moms
- Sister organization of M.O.B.B. United, Inc. focused on:
 - Influencing policy at the federal, state, and local levels to ensure that Black boys and men are treated fairly and equitably.
 - Eradicating harassment, brutality, and unwarranted use of deadly force by law enforcement.
 - Ensuring our sons AND law enforcement officers make it home safely every night.

5 POINT PLATFORM - Slide 4

Our 5 point platform:

Influence policy, change perception, demonstrate power, partner strategically & promote self care

M.O.B.B United applies a multi-pronged approach that includes:

- Media campaigns and storytelling
- Education and engagement
- Political and economic empowerment
- Promoting Self-care
- Strategic partnerships and sustained advocacy and community involvement.

Our Year in Review - Slides 6-11

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What We've Done

1. Bi-weekly Saturday Calls & Monthly webinars

Invited professionals to educate our Moms on ways they can help their sons survive and thrive. Some recent webinars include:

- **Know Your Rights Seminar** - National Association of Public Defense
- **13th Documentary Discussion** -- Professor Aaron X
- **Anti-Bullying seminar** - parenting coach & social worker Kumari Ghafoor-Davis
- **School to Prison Pipeline Seminar** - *The Clarion Call*
- **Legal Equalizer App** -- Mbye Njie
- **Handling Interactions with Law Enforcement** -- Ret. LAPD Sgt. Cheryl Dorsey, former inmate, juvenile detention officer, author and parents
- **Discussing Racial Tensions in Schools** -- with parenting coach Kumari Ghafoor-Davis
- **Isow.com** - *Financial Planning for Children* with Founder Tanya Van Court

2. Images (campaigns)

We believe in sharing our narrative through images and have created campaigns that tell our story.

- #ProtectThem - created an image campaign with the goal of showing the world how we view our sons and ask that they join us in the fight to #ProtectThem
- Moms on the Front Line shares the stories of those that came before us and how they worked tirelessly to path the path for our equal rights.
 - Information
 - Saturday calls
 - Webinars
 - Guest speakers
 - Support
 - MOBB Connections
 - Victim support

3. Advocacy

In LESS THAN A YEAR, our organization has effected change in many ways. Three examples of state policy changes that we have contributed to are:

- Raise the Age (New York)
- Criminal Justice Reform Package (Louisiana)
- The Sandra Bland Act (Texas)

HOSTESS AGENDA

~TALKING POINTS~

MoBBs were on the front line in each of these states to advocate for passage of this legislation. Representatives from our Call Center and passionate MoBBs across the country answered our legislative calls to action and contacted legislators to advance these bills to change laws that impacts our sons.

As a WOKE MOM, we ask that you subscribe to receive news alerts from our action alert center on mobbunited.org to stay abreast of the calls to action. Our calls to action have included excessive use of force by law enforcement, officer related deaths, administrative action against officers who were acquitted for deaths, profiling, and policy action alerts. We urge all members to actively engage in advocacy, our main power as moms to effect change. If you're ready to put in the work, we ask you to MoBBilize with us on the FRONTLINE.

Our Plans For The Next Year

- Membership, Informal Chapter Development & Fundraising
- Nationwide Advocacy Training & Activation
- Image Campaigns & Storytelling
- MOBB Connections Resource Guides & Database

Join us on the Front Lines

M.O.B.B. United for Social Change is an inclusive, safe space for all moms and female primary caretakers of Black boys and men. We welcome moms regardless of their race, religion, sexual orientation, gender origination, educational level, marital status or anything else.

Annual Membership Options:

Advocate: \$25

Change Agent: \$50

Visionary: \$100

Founding Member: \$250

Lifetime Founding Member: \$1000

What Membership Looks Like

MOBB United for Social Change, Inc. has chapters in various cities across the country.

Advocacy is the biggest part of being a member of MOBB United, and it allows us to achieve pertinent and urgent changes throughout the country.

MoBB United for Social Change mobilizes members through advocacy campaigns directed at state, local and federal lawmakers to support policies that improve the outcomes and perceptions of Black boys and men. We support policy changes that will ensure better protection of Black boys and men from unfair treatment. As a member of this organization, you are able to connect with a chapter in your area and join forces with moms nationwide to make a difference on behalf of our sons.

This is a heels (boots) on the ground organization. We are recruiting moms for this movement; a movement designed to ensure our sons survive and thrive. We are a DIRECT ACTION group who strategically outlines how to effect change by influencing policy and procedures at the local, state and federal level, then we Mobilize moms to GET IT DONE! It is not uncommon to find us leading a protest and demonstration, but you will ALWAYS find us in the halls of policy-making bodies in our cities and states. This is our power.

Every member of MOBB United can BE about the business of protecting our sons through grassroots efforts directly related to MOBB United's mission. We are moms who attend school board meetings, city council meetings, legislative hearings, we know who our elected officials are, and we hold them accountable. We are WOKE MOMS. Some of us have been involved in this type of work for a long time and some of us are new to policy. The great news is, we provide training and speaking points to meet each mom where she is so that we can learn and grow together to protect all of our sons.

- If not US then Who? If not Now THEN WHEN? Pledge to join by Sept. 30th.

What's Next for Our City

The next phase of planning requires us to connect our Woke Mom Meet-Ups with the formation of informal local chapters of Woke Moms who have committed as a member of MOBB United for Social Change, Inc.

1. Hand out note cards .. have each member list 3 issues in your area that they would want to address.
2. Go over Informal Chapter expectations & responsibilities (information listed below)
3. Ask for any volunteers for local roles (add to space provided below)
4. Go over Pink Post Card Party Goals
5. Set tentative date for Pink Post Card Party
6. Pick up note cards
7. Give each guest 15-20 MOBB United postcards to spread the word after the meeting.

INFORMAL LOCAL CHAPTERS

The primary purpose of informal chapters is to focus on advocacy in cities across America. Secondary purposes include social activities, bonding & team building, community interaction and educational opportunities moms and sons.

Local Group Expectations:

- Members can vote to determine the frequency of meetings or events based on the membership makeup, desire & availability.
- Groups are required to meet quarterly (at a minimum) in order to remain in compliance with the organization and/or good standing as a chapter
- Recommended in-person meeting or event frequency is bi-monthly
- Each group will have 3 local leaders to facilitate strategic and consistent advocacy work.

General Responsibilities of Local Leaders:

1. City Lead

- Oversees all activities for the city, including coordinating meeting locations and setting meeting agendas
- Leads in-person planning meeting, advocacy campaigns and events
- Monitors local/regional activities to assess which to participate in
- Maintains contact and connections with influential local social justice activists and leaders

2. City Co-Lead

- Tracks city chapter membership
- Oversees outreach to increase local membership
- Reports attendance at local meetings and advocacy events
- Keeps minutes for each local meeting
- Submits each meeting's minutes and city reports to the National Chapter Development Chair

HOSTESS AGENDA

~TALKING POINTS~

3. Membership Coordinator

- Schedules all city activities in conjunction & compliance with national policies & procedures (Events and Demonstration and Policy Committees)
- Compiles & reports local membership volunteer hours, activities and advocacy actions to City Co-Lead for city reports
- Identifies opportunities for consistent meetings and engagement activities to foster bonding as sisters seeking survival for our black boys and men.

Local Leadership Volunteers

Role	Name	Email	Phone
City Lead			
City Co-Lead			
Membership Coordinator			

Pink Post Card Party

Description & Goals

Tentative Date _____