



MomsRising National Grassroots Activation Toolkit

AUGUST 2026

WELCOME

Welcome to the MomsRising Together "Moms are Feeling the Squeeze!" August activation! On behalf of our 3.7 million total members, thank you for stepping up to address our country's care and affordability crises. Together, we are powerful. And the timing could not be more urgent.

Families are being squeezed from every direction by rising grocery bills, gas prices, back-to-school shopping, child care costs, and health care premiums. This is a full-blown emergency: child care costs more than college, less than half of us can afford health care, elder and disability care are out of reach, care workers aren't paid living wages, we remain one of the few nations without paid family and medical leave, and our immigrant friends, neighbors, and caregivers face family separation and fear.

Care is universal, and hosting a Kitchen Table Event allows us to share our powerful stories to prove these challenges are systemic policy problems – not personal failures. While families need quality affordable care, living wages, paid leave, and a compassionate immigration process, Republicans in Congress have instead slashed \$1 trillion from Medicaid, refused to extend Affordable Care Act premium tax credits, and poured over \$240 billion into militarized immigration enforcement, alongside a Trump administration rule gutting Head Start access to early education and health screenings.

Our voices matter. Congress and state governments choose what to fund, meaning bad decisions can be replaced by good ones when we make our voices heard. Together, we can help lawmakers see faces instead of numbers and babies instead of budgets, turn these lemons into lemonade, and end the care and affordability crises once and for all.

Scroll down for resources, tips and templates to help Stop the Squeeze! It's easy – just invite a couple of friends over (or to a park or coffee shop), pour some lemonade, and feel the power grow!



Snapshot

- » **WHAT:** Moms are Feeling the Squeeze: Kitchen Table Events
- » **WHEN:** August & early September 2026
- » **HOW:** Templates, sample activities and more enclosed!
- » **WHO:** MomsRising members, YOU, and maybe a member of congress!



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Tips for Making Your Gathering a Success!



What To Do

1. Choose a day, time, and location that works for you. Events should be in August or early September.
2. Craft event language (samples below) to share with your friends and family. **While it's fine for your event to only include your personal network, MomsRising can also share your event with our list of parents and caregivers in your area. It's up to you!*
3. Adjust the sample agenda below with anything you'd like to personalize.
4. Connect with the MomsRising Team about your plans.
5. Host your event!
6. Be sure to capture stories, receipt photos, and event photos to share with the MomsRising team.



Sample Agenda

Welcome people, invite them to have a glass of lemonade (and maybe a cookie!).

Move into the activities below. *Note: You don't need to do all of the activities below, just pick the one(s) that seem the most fun to you. Please be sure to capture a few photos showing the energy in the room!

- » **Share Your Lemons:** Grab a lemonade and have a chat about the annoying "cost shocker" that's squeezing everyone this year.
 - **Here's How:** Go around in a circle and have each person share what costs are the biggest shocker "squeezes" for them in 2026. Be sure to capture a few pictures!
- » **Write a "Lemonade Letter" to Congress**
 - **Here's How:** Pass around blank sheets of paper and invite people to write a quick, handwritten note to their member of Congress about how the squeeze is impacting their life.
- » **Main Squeeze Trivia:** Want some laughs? Engage your group in a quick trivia game (We'll provide the questions and answers!).
 - **Here's How:** Click [here](#) to get the super fun and engaging online Trivia Kit!
- » **Get Out the Vote:** Help us sign up attendees to remind moms to vote.
 - **Here's How:** Sign your friends up to help get out the vote! Visit <https://www.vote411.org/check-registration> and check to make sure you're registered to vote, and share that link with three of your friends via text message and remind them to check their registration.

Take a group picture with your lemons, lemonade, etc., and upload pictures here:

Thank guests for joining and hand out swag.





How to Share Photos

Please remember to get a few photos of your event! This is a key part of our action. We can amplify our reach and impact by sharing a recap of the event on social media and tagging leaders. Here's what to do.

GREAT PHOTO IDEAS INCLUDE:

- » Group picture with lemon props
- » Picture of people writing a letter to their member of Congress
- » Picture of the group playing Trivia
- » Anything with people, action, or energy is great!
- » Upload a picture of a receipt or the receipt graphic



Upload a picture of your Lemon Letter, your group, a receipt picture or graphic and/or any other event highlights here



Contact info@momsrising.org if you have any issues uploading photos.

NOTES ON PRIVACY

We'll provide a table sign that includes language giving us permission to take photos. Find that language below, in case you need to replicate it elsewhere.

Of course, it's fine for people to opt out of photos if they're not comfortable! There are lots of great photo options that don't need big groups of people. For example, taking a photo of hands writing letters, hands drinking lemonade, etc.

WHAT THIS MIGHT LOOK LIKE IN PRACTICE

Kay organizes a party at her house on Monday, August 10, from 4–6 p.m. About two weeks prior, she uses a version of the invite language (below) to invite people in some local groups she's active with. She picks up snacks the afternoon of the event, and sets up space at her kitchen table (library / coffee shop / etc.). Friends arrive. After about 45 minutes she shares some brief remarks about the purpose of the event (below), and leads any of the actions above (share a 'lemon', write a letter to a member of Congress, play trivia, etc.). After about two hours, the event wraps up. Later that evening, she sends the photos and receipts to MomsRising via the upload link (on the previous page).





Sample Outreach Language

When life gives you lemons... let's chat, connect, and stop the squeeze!

Groceries, gas, childcare—moms everywhere are feeling the burn. Grab a glass of lemonade with us for a low-key **"Moms are Feeling the Squeeze" Gathering!** We'll vent about 2026's biggest cost shockers, play quick trivia, and write a fast note to Congress to push for real solutions. Kids welcome!

WHEN: [DATE & TIME HERE](#)

*Bring your favorite squeeze story and
let's turn up the power together!*

WHERE: [LOCATION: PARK, COFFEE SHOP, ETC.](#)

RSVP: [LINK / CONTACT](#)

BONUS: The MomsRising team can help invite other MomsRising members near you to your event; let us know if you'd like us to do this.

BONUS: MomsRising can also help set up an event RSVP page on Mobilize, if you'd like to have your guests register that way. (This makes the most sense for slightly bigger events.)



TIPS & FAQ

Q: How many people should I invite?

A: Whatever feels comfortable for you! Whether it's an intimate chat with 2–4 neighbors or a larger gathering, every connection counts.

Q: Do I have to invite a member of Congress?

A: We are eager to connect members of Congress to MomsRising members on the ground, and this is a great opportunity to do that. Once you sign up to lead an event, we'll connect around whether inviting a member of Congress makes sense / is doable for your specific event. If we decide together it makes sense, the MomsRising team can lead sending that invitation.

Q: Can I include kids?

A: Absolutely! We love kid-friendly events. Consider putting out some paper and crayons, or hosting at a local park, a library, or a café with a play area so parents can engage while the little ones stay entertained.

Q: How should we balance socializing with the "official" stuff?

A: Think of yourself as a host first. The goal is connection! Feel free to spend most of your time socializing or helping people with their "admin tasks." Just be sure to carve out a few minutes to officially welcome everyone, explain why we're here, and walk them through the receipt-sharing process.

Q: Where is the best place to host?

A: Anywhere that feels accessible and fun! Your living room, a front porch, a local coffee shop, a public park, or the library are all fantastic options.



Sample Talking Points

WELCOME AND INTRO TO MOMSRISING

Thank you all for being here today. I'm [name], [title] of MomsRising Together. MomsRising has 3.7 million members in total, including more than [#] here in [state]. With your help, we're working every day to address our country's care and affordability crises.

WHY WE'RE COMING TOGETHER

Life has been handing [state] families a lot of lemons lately.

Between grocery bills, gas prices, back-to-school shopping, child care costs, health care premiums, and everything else, many of us are being squeezed from every direction. If that's you, you're not alone.

This is an emergency:

- Child care costs more than college.
- Less than half of us can afford health care.
- We are one of the few nations in the world without paid family and medical leave.
- Elder care, disability care, and home- and community-based services are out of reach for so many.
- Care workers aren't paid living wages.
- And too many of our immigrant friends, neighbors, family members and caregivers are being separated from their families or living in fear.

Raise your hand if you've ever needed (or known someone who needed) health care, child care, paid family and medical leave when a new baby arrives or a serious health crisis strikes, eldercare, or disability care?

Care is universal. We all have a care story – and our stories are powerful! They show that when this many people are having the same problem at the same time, it's not an epidemic of personal failures. **It's a systemic problem that can and must be solved through better policies:**

- Quality, affordable child care, elder care, disability care, and health care;
- Paid family and medical leave for all working people;
- Fair wages and living wages for all of us; and
- A safe and orderly immigration process that balances compassion and security, not cuts to health care and not cruelty.

WHY THIS IS HAPPENING

Instead of enacting those policies and working to solve the affordability crisis, Republicans in Congress have doubled down on extreme health care cuts to pay for even more tax breaks for people who don't need them. They triggered a nationwide health care crisis by slashing \$1 trillion from Medicaid and by refusing to extend the Affordable Care Act premium tax credits.

They poured more than \$240 billion into militarized immigration enforcement without guardrails – while ignoring the crises America's families are facing.

Just [\[last\]](#) week, the Trump administration released a new rule that would gut Head Start, ripping away young children's access to vision, hearing and developmental screenings and supports, as well as to medical and dental care. It's another shameful Trump administration attack on children's access to quality early education and working families' ability to thrive.

Across the country, families are being forced into impossible choices:

- Health care or groceries
- Prescriptions or rent
- Gas in the car or a doctor's visit
- Pay the utilities or buy your child new shoes

It's because our leaders are prioritizing ballrooms over emergency rooms.

There is more than enough money for the programs that families, businesses, and our economy need If lawmakers' priorities are our priorities.

WE HAVE POWER - LET'S TAKE ACTION

Remember that Congress and our state government choose what to fund. The bad decisions one Congress or one state legislature makes can be replaced by good decisions by the next ones.

Let's remember, too, that our stories and our voices are immensely powerful – and badly needed.

- Sometimes it seems that, when lawmakers debate policies, they see numbers. Let's help them see faces.
- When they see budgets, let's help them see babies.
- When they consider legislation, let's make sure they consider what it would mean for families.

Let's tell our leaders what the affordability crisis really looks like for [state] families – and what we expect them to do to help. Together, we are unstoppable.

Together, we are unstoppable. We can turn these lemons into lemonade, and end the care and affordability crises – and together, we will.

Tonight we're going to...

- Share our lemons: i.e. what's challenging us
- Write Lemon Letters to Members of Congress, sharing specific details of where and how we're struggling
- Play some Trivia
- Get to know each other, strengthen our movement, and remember that we are powerful – together

Let's get started! Here's the plan: [\[Share details on the evening\]](#)