

THE OFFICIAL MOMCO LAUNCH KIT

The minute after you click yes to start a group, here's what's going to happen:

☐ CHECK YOUR INBOX.

Immediately after signing up, we'll send you a welcome email with everything you need to know. It will come from a MomCo email address and have the subject line: *Welcome to the MomCo.*

It will include:

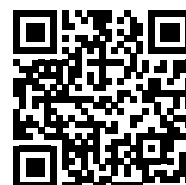
- Log-in info for the Leader portal giving you access to curriculum and training.
 - A promo code for one free membership.
 - A quick video to walk you through the leader portal.
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☐ NEXT, LOOK FOR A WRITTEN WELCOME NOTE FROM OUR CEO.

It will arrive via snail mail and include some fun surprises.

☐ POST ON SOCIAL, AND GET THE MOMENTUM STARTED!

- Tag the MomCo, and we'll spread the word to moms in your area. We also want to brag about your church. Here's a link to some post ideas. (*[Market your group on the leader site](#)*)
- Also make sure to follow MomCo on IG or FB to get important updates and connect with the community. (*https://linktr.ee/themomco_*)



☐ CONFIRM YOUR LEADER.

- ***Pro tip: Choose someone who's dependable, warm, and excited to rally others.***
 - Also, someone who's ready to host a Leader Planning Meeting, an Interest Event, or the First Official Meetup within 3 months.
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☐ MEET YOUR LAUNCH SPECIALIST.

We know you can launch a group by yourself, but it's way more fun with friends. Here's a real-life person who will be reaching out shortly to get you started and to help answer any questions that you have.



BETHANY CLARKSON | Senior Launch Specialist
bclarkson@themom.co | Call or Text: 303-696-2717

☐ USE YOUR FREE MOMCO MEMBERSHIP to get yourself registered, and register your leaders for their respective roles.



☐ GET FAMILIAR WITH THE LEADER PORTAL.

Here's how to sign in: https://leader.themom.co/login/?redirect_to=/

☐ JOIN THE MOMCO COORDINATORS FB GROUP.

<https://www.facebook.com/groups/momcocoordinatorcommunity/>

☐ GET LEADER CERTIFIED.

Here's the goal:

- At least **one leader** completes the MomCo Leader Certification.
- It takes **less than 40 minutes**.
- You'll walk away confident, clear, and ready to start a group immediately.

Post your leader certification on your leaders FB group.

☐ MAKE A PLAN.

- Create your timeline.
- Plan your first meeting.
- Start marketing to moms. Check out all of the materials we provide in the leader portal to make this easy.

Why this matters:

- It walks you through the nuts + bolts (space, childcare, etc.)
- Helps **us** help **you** with better support.
- Makes your launch feel less like a shot in the dark and more like a rocket launch.

□ LEARN ABOUT YOUR LEADER COHORT.

Led by world-class leadership coaches, this is the place to get all your questions answered and connect with other leaders. They meet once a month online, book a time that works best for you. Your cohort leader's contact info is found on your Manage Group Dashboard.

□ CONSIDER SIGNING UP FOR MOMCON.

MomCo's annual conference for leaders like you. Learn more by visiting: momcon.co.

- **Get Trained:** MOMCON gives you practical leadership tools, biblical insight, and real-world strategies to lead your group with confidence, no matter your starting point.
 - **Find Your People:** Step into a global community of like-minded leaders who understand your calling, speak your language, and can share your ideas on what's working.
 - **Catch The Vision:** You'll leave with a deeper sense of purpose and clarity about why your role matters, not just to moms, but to the Kingdom.
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“ LOOK! I'M
DOING A NEW
THING; NOW IT
SPROUTS UP;
DON'T YOU
RECOGNIZE
IT? I'M MAKING
A WAY IN
THE DESERT,
PATHS IN THE
WILDERNESS.

Isaiah 43:19 CEB

QUESTIONS?

We're here for anything you need. Reach out anytime at bclarkson@themom.co

YOU'RE DOING A HOLY AND WILD THING.