

2024-2025 CASE FOR SUPPORT

A YEAR OF NEW THINGS



THE MOMCO

DEAR FRIENDS,

Over the past 50 years, The MomCo has become excellent at in-person community through crafting a proven model that works face to face. We recognize we now need to build on that expertise and create an equally impressive digital community that meets moms where they are and funnels them into our in-person experience. This is essential in the digital age we live in and will inform our ability to have credibility with moms and to grow exponentially in the coming years.

In 2024-2025, The MomCo is committed to broadening our modalities of outreach, expanding how we communicate thoughtfully and purposefully speak to the challenges of modern parenting to reach moms where they are - in digital spaces. We view this initiative as a force multiplier. In military science, a force multiplier is one notable change in approach that gives a mission the ability to accomplish more remarkable feats than without it - an initiative contributing to exponential success over what was previously possible.

A new wave of effective evangelism is starting and it's happening through the often-underestimated influence of the women raising the next generation. We look forward to partnering with you as we embark on this year of Wild Hope.

Warmly,



mandy arioto

Mandy Arioto
President and CEO, MomCo Global

Forget the former things; do not dwell on the past. See, I am doing a new thing! Now it springs up; do you not perceive it? I am making a way in the desert and streams in the wasteland.

ISAIAH 43:18-19





MOMCO VISION 2025

01

Revolutionize evangelism in the digital space, starting with moms.

02

Create a new vision for the Church to use technology for good.

03

Start a movement of moms who are sharing their faith in bold, honest and surprising ways.

04

Create viral mom community and content that spreads wild hope in the name of Jesus.

With the rate of technological advancement, The MomCo recognizes the need to be agile and innovative to meet the growing needs of women in this emerging frontier. There is growing openness by moms to have faith conversations, ask hard questions and create meaningful community in digital spaces. We will be on the cutting edge of digital faith formation to set a new course for how the church re-imagines meaningful outreach.

DATA INFORMING THE STRATEGY



Moms spend

4-7

hours a day
in digital spaces.

The average person
checks their phone

159

times a day.

77%

of young women say
that the most important
community they are a
part of is online.

80%

of mothers use
social media to get
support for parenting
issues from other moms.

77%

of mothers share
their experience on social
media, responding to
parenting questions.

Sources: Pew Research Center, 2015 and Edison Research, 2019.

01.

SOCIAL MEDIA AND BRAND VIRALITY

Creating a sense of community through social media, forums and events is essential to cultivate brand advocates. When moms check their phones, we'll be there.

Goals:

- Increase social reach from 3.4 million to 6 million.
- Increase web traffic from 500,000 visits to 700,000.
- Sell 5,000 books.

Initiatives:

- Launch new Barna study (*Spring, 2025*)
- Launch new content strategy
- Publish two books
- Conduct "State of Moms" survey
- Launch radio campaign
- Right Now Media partnership
- Motherhood YouTube show and documentary

02.

BUILD A GROWING DIGITAL COMMUNITY

When asked where they would go with a question about God, the first place women say they would go is Google. People are taking their hardest questions to the internet. Most churches don't have a digital content strategy to answer these questions, or are answering questions that nobody in their community is asking. MomCo will become an innovative voice on motherhood and faith.

Goals:

- Expand digital community to reach over 1,000 moms.
- Acquire 12,000 mom leads to start groups through strategic mom market positioning.
- Pilot 2 new group types.

Initiatives:

- Launch MomCo Media
- Monthly all MomCo digital Meetup
- Maximize and grow podcast network
- App expansion
- Launch five new courses
- Expand article and SEO strategy

03.

RADICAL STEWARDSHIP OF FUNDS TO GROW GOD'S KINGDOM

The MomCo takes financial stewardship very seriously. Every dollar is spent intentionally to maximize investment and impact.

Goal:

- Raise \$1,500,000

Initiatives:

- Backyard concert series
- Launch Advancement Advisory Board
- New alumni mobilization strategy
- Prepare for next Capital Campaign to launch in April 2025

04.

STARTING GROUPS IN THE US AND AROUND THE WORLD

The MomCo has a 50 year track record of building transformational in-person community. As the landscape of culture changes, we recognize the need to continue to innovate. Moms spend four or more hours a day interacting on technology, which creates a tremendous opportunity to provide transformational community in the digital space with the goal of funneling them into an in-person experience. Technology allows us to reach moms at all hours of the day and on demand. When they check their phones, we'll be there.

Goals:

- Start 1,000 new MomCo Ministries around the world.
- Reach 109,765 participants through MomCo programming, impacting more than 279,356 kids.

Initiatives:

- Launch prayer campaign
- Strategically focus lead generation activities between church acquisition and mom leader acquisition
- Maximize growthchurch.co content strategy
- Podcast interviews with key church facing podcast hosts
- Church planting networks and denominations

05.

OPTIMIZE EVERYTHING FOR PERFORMANCE

No organization wants to become the 2003 music industry focused on CD sales and ignoring that a whole new market of streaming music was emerging. Instead, we are asking what's growing and how we can leverage it to reach more people.

Goals:

- Train 5,000 global leaders.
- Publish over 1,000 hours of content to Youtube and Instagram.
- Launch texting for all leaders and members.

Initiatives:

- Global focus will continue in Africa and Latin America and expansion will begin in the Mediterranean and Eastern European regions. In person leadership trainings will be in Guatemala, Australia, Thailand (East Asia), Scotland and Romania.
- Transition the MomCo office space into "a hub for good," a space for multiplying hope
- Training for all staff - specialized and general
- Streamline all processes to create excellence and ease



REACH MOMS AND YOU REACH THE WORLD.

MomCo Global encourages and equips moms of young children to realize their potential as mothers, women and leaders, in relationship with Jesus, and in partnership with the local church.

MOMCO GLOBAL

2370 S Trenton Way
Denver CO 80231

We'd love to hear from you!

MANDY ARIOTO

marioto@themom.co
951-719-7440

JESS BOWLER

jbowler@themom.co
303-242-7511

SARAH FERRARO

sferraro@themom.co
714-381-6092



THE MOMCO