

Introduction

Mission Statement

“MOPS International 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.”

The focus of this campaign will be on increasing both membership and awareness of the Clinton chapter of MOPS in hopes of reaching out to mothers in the community.

Problem Statement

The Clinton chapter of MOPS provides a unique opportunity for mothers who have preschool aged children, but promotion must occur in order for women in the community to be aware of this group.

Situational Analysis

Situation

Eight women gathered together to spend time together in fellowship, but little did they know what this gathering would lead to. These mothers had other people watching their children, allowing them to have a reprieve to focus on their time with each other. It was during this time that the women realized how important their job of being a mother was, leading to an idea that would go further than they could have imagined. This simple gathering in Wheat Ridge, Colorado, set the stage for Mother's of Preschoolers, also known as MOPS, which has grown into an international organization. This program offers mothers an opportunity to relax with each other, offer encouragement, and enjoy the chance to be with each other, all while their kids are being watched in MOPPETS. MOPPETS is the program for children ages birth to five while the mothers attend MOPS.

The MOPS program began to grow, and in 1981 a board of directors was formed. This was followed by the first MOPS leadership seminar in 1982, which was attended by around 150 women from five different states. By 1988, MOPS was ready to go beyond U.S. Borders, and this promoted a name change to MOPS International, Inc. The growth of MOPS brought about the need for a paid staff, then in 1989 the first president was hired.

In 1993, MOPS began a newsletter, which has evolved into a magazine that today is named *Hello, Dearest*. 1995 brought about a MOPS partnership with Zondervan Publishing House, in hopes to reach out to mothers through books. MOPS then went online to reach more people in 1997. The organization then created a program called MOPS to Moms Connection, which is now MOPS Membership, in order to enable to bring more resources to moms at home.

MOPS was created to give mothers an opportunity to connect with other mothers in the same stage in life, to create a community for themselves, and to help them grow as both mothers and leaders.

Each MOPS group has seven major principles. They are welcoming to all women, provide a place to receive mentoring, a place where leadership can be developed, an opportunity for honest conversation, a place where moms can receive relevant teaching, a way to learn creative activities to do with their children, all while having their children cared for.

MOPS was founded on the basic principles of the Christian faith. MOPS as an organization teaches that God is the creator of all things and that he exists in three persons: the Father, the Son, and the Holy Spirit. MOPS emphasizes that the Bible is the complete truth. MOPS is focused around the belief that Jesus Christ was a sacrifice for the sins of the world, and that he rose from the dead. The MOPS organization teaches that salvation is through faith in Jesus Christ.

MOPS is not just limited to mothers who have preschoolers. There are three other types of groups through the MOPS organization. One is the teen group, and this is an opportunity for teen mothers to be mentored and encouraged as they go through the teen years with a child. MOMSnext is a group similar to MOPS, but it is designed for mothers with school-aged children. The last group is the military group. This provides a support for women in a special situation: they have husbands in the military.

MOPS is an incredible organization with a great mission, but since they are still new to Clinton, only having started in 2015, they are still in the growth process. The main challenges the Clinton MOPS faces is the number of members and the community's lack of awareness of the program. These two items are directly related. In order for Clinton MOPS to grow, people must know about MOPS and know how to get involved. Through this plan, information about MOPS will be spread throughout the community in order to help promote growth and membership in the Clinton MOPS.

Organization

Internal

Strengths

- International/Size: since MOPS is an international organization, the local MOPS chapters are backed by the overall MOPS organization
- Open/Inviting: MOPS is welcoming and they want women to join their group
- Supportive: the MOPS members are there to help each other
- Inexpensive: the dues to be a member of MOPS are affordable enabling more people to join
- Christian based: MOPS teaches and is based on biblical Christian truths
- Small time commitment: to be a part of MOPS does not take much time and events/meetings are not mandatory

Weaknesses

- Inexpensive: since dues are inexpensive, this does not provide much funding for the individual MOPS organizations
- Difficult to get workers: much of the time it can be difficult to have people volunteer their time to keep children in MOPPETS without being paid
- Lack of promotion: local MOPS groups do not always do a great job of spreading the word to the community about their organization

External

Opportunities

- Growth: much of the community does not know about MOPS, providing a chance to tell more people and get more mothers involved
- Ministry: this is a way to give back to the community and help people through providing the support mothers can receive at MOPS
- Outreach: a way to reach out and serve the community
- Leadership: teaches mothers how to be leaders to their children, peers, and in the community

Threats

- Crisis: MOPS does not have a plan in place in case a crisis happens
- Opposition to writings of CEO: some people have left MOPS due to disagreements with some of the writings of the MOPS' CEO

Target Publics

Primary Public: Based on the information presented to us in class, the primary target is any mother, ages 26-36, who has a child age 0-5.

Secondary Public: The secondary public for MOPS should be people in various pastoral roles at churches, especially children's pastors, who have an opportunity to recommend the program to mothers who would have children ages 0-5.

Goals and Objectives

Goal: MOPS will increase awareness of the program throughout the community in order to increase membership of the organization.

Informational Objectives

1. To increase awareness of Clinton MOPS by 30% by the end of the year.

Behavioral Objectives

1. To increase attendance of Clinton MOPS by 50% by the end of the year.

Strategies

- Get local pastoral staff involved with promoting MOPS. 17
- Promote Clinton MOPS by getting information about MOPS into local church bulletins.
- Engage current MOPS members in social media campaigns to raise awareness with their friends/followers on social networks.
- Challenge current MOPS members to bring new people by making it a competition.

Theme/Key Messages

Key Messages

- To Mother's of Preschoolers: MOPS is an opportunity for you to get plugged in with other women in the same stage of life as you in a place that promotes relationships, growth as an individual and a mother, and a support group as you walk through this stage of life.
- To previous MOPS members, future MOPS members, and potential MOPPETS workers: MOPS is an opportunity to give back to an organization that gave to you, to get involved when you have a preschooler of your own, or a place to support the community. Look into how you can get involved with MOPS today.

Channels

- Social Media
- Church Bulletins
- Word of Mouth

Tactics

Tactic #1: Partner with local churches to have information put in bulletins and newsletter with basic information about MOPS. Provide contact information within these informational writings to allow interested mothers to receive more information. This tactic will serve objectives 1 and 2.

Tactic #2: Hold informational meetings at local churches as a follow up from the information put in the bulletins and newsletters as a different approach to reach out to these mothers. This tactic will serve objectives 1 and 2.

Tactic #3: Seek mothers with connections, or find a way to inexpensively place advertisements in local newspapers, magazines, and radio stations. This tactic will serve objectives 1 and 2.

Tactic #4: Find community service opportunities as ways to reach out and give back to the community. This tactic will serve objective 1.

Tactic #5: Implement social media campaigns for current MOPS members in order to inform their friends and followers about MOPS. Encourage each member to post on social media about MOPS once a month. This tactic will serve objective 1.

Tactic # 6: Create t-shirts for current MOPS members to wear to visually support the Clinton MOPS. This tactic will serve objective 1.

Tactic #7: Challenge current MOPS members to invite friends to come with them to MOPS meetings and try it for themselves. Encourage each MOPS member to try to have one friend become a member by the end of the year. This tactic will serve objective 2.

Tactic #8: Develop flyers to post at strategic locations throughout the community. Also give members flyers to put in mailboxes, hand out, etc. to mothers who could potentially be interested in MOPS. This will serve objective 1.

Budget

International MOPS Fees

- Per Person (\$25x25).....\$625.00

Print

- T-shirts (\$8x\$40).....\$320.00
- Flyers (\$0.15x600).....\$90.00

Advertisements

- Newspaper (\$25x10).....\$250.00

Miscellaneous

- Extras.....\$40.00

Total

- Total.....\$1,325.00

7

Timeline

	October	November	December	January	February	March	April	May
Social Media Posts	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
T-shirts	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Newspaper	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Flyers	XXX			XXX		XXX		
Church Bulletin	XXX		XXX		XXX		XXX	
Awareness Evaluation				XXX				XXX
Membership Evaluation				XXX				XXX

Timeline – Monthly Overview

October

- Set a specific day for members to wear t-shirts around community promoting awareness of MOPS.
- Begin encouraging each member to make at least one social media post per month about MOPS.
- Begin posts in the newspaper about MOPS.
- Put up flyers around the community promoting MOPS.

November

- Continue encouraging members to post to social media at least once per month
- Reevaluate how the first t-shirt day went and continue with same or different day based on results from the first month.
- Post in newspaper about MOPS.

December

- Continue member social media campaign to raise MOPS awareness.
- Continue t-shirt day to promote community awareness of MOPS.
- Post in newspaper about MOPS.
- Post in church bulletins about MOPS.

January

- Continue member social media campaign to raise MOPS awareness.
- Continue t-shirt day to promote community awareness of MOPS.
- Post in newspaper about MOPS.
- Post flyers around the community promoting MOPS.

- Conduct a survey to see how MOPS awareness has increased.
- Evaluate MOPS meetings to see how membership has increased.

February

- Continue member social media campaign to raise MOPS awareness.
- Continue t-shirt day to promote community awareness of MOPS.
- Post in newspaper about MOPS.
- Post in church bulletins about MOPS.

March

- Continue member social media campaign to raise MOPS awareness.
- Continue t-shirt day to promote community awareness of MOPS.
- Post in newspaper about MOPS.
- Put up flyers around the community promoting MOPS.

April

- Continue member social media campaign to raise MOPS awareness.
- Continue t-shirt day to promote community awareness of MOPS.
- Post in newspaper about MOPS.
- Post in church bulletins about MOPS.

May

- Continue member social media campaign to raise MOPS awareness.
- Continue t-shirt day to promote community awareness of MOPS.
- Post in newspaper about MOPS.
- Conduct a survey to see how MOPS awareness has increased.
- Evaluate MOPS meetings to see how membership has increased.

Evaluation

Evaluation of Objectives

Objective 1: To increase awareness of Clinton MOPS by 30% by the end of the year.

- We will assess the success of this objective by administering a survey prior to starting the plan and upon completion of the plan. The survey will be given to 200 people at Walmart in the beginning, and once the time period has come to a close, the survey will again be given to 200 at Walmart to determine if awareness has increased by 30%.

Objective 2: To increase attendance of Clinton MOPS by 50% by the end of the year.

- We will get an accurate count of membership this month. This number will be reassessed at the end of the year to determine if membership has increased by 50%.

Evaluation of Tactics

Tactic #1: *Partner with churches.* If we can partner with six churches, we will consider this tactic a success.

Tactic #2: *Meetings at churches.* If we can have meetings at four of the churches whose bulletins we have information in to talk about MOPS, then we will consider this tactic a success.

Tactic #3: *Mother's with connections.* If we can find three different ways to put information about MOPS in the news through connections various members have, then we will consider this tactic a success.

Tactic #4: *Find community service opportunities.* If one day of community service can be completed each semester, then we will consider this tactic a success.

Tactic #5: *Social media campaign.* If we can get 75% of the mothers to post on social media monthly about MOPS, then we will consider this tactic a success.

Tactic #6: *T-shirts*. If we can get one story per month about someone asking what the MOPS t-shirt means, then we will consider this tactic a success.

Tactic #7: *MOPS members bring friends*. If 50% of the members of MOPS can bring a friend who becomes a member by the end of the year, then we will consider this tactic a success.

Tactic #8: *Flyers*. If we are able to get 5 contacts per month from people inquiring about flyers handed out and posted, then we will consider this tactic a success.

Conclusion

The purpose of this plan is to increase awareness of Clinton MOPS and ultimately increase membership through the increase in awareness. All of this plan is targeted at local women with preschool aged children. Please direct all questions to jrmeeek@mc.edu.

Appendix

Sample Tactics

Tactics #6 Example

T-shirt design: <https://www.rushorderteets.com/design/#/>

Tactics #5 Example

Social Media Post:



Tactic #3 Example**Sample Newspaper Article:**

MOPS is an organization designed for mothers who have preschool aged children to create a support system and community during this exciting and potentially trying time of life. All mothers with preschool aged children are welcome to attend. For more information, please give Angela Plunkett a call at 307-274-1139.

References

- MOPS. <http://www.mops.org/>