



JOIN THE MOVEMENT *May 10, 2021*



Key Steps to Planning a Successful Mother's Monday Event

A GUIDE FOR EMPLOYEE RESOURCE GROUPS & ORGANIZATIONS

Mother's Monday is a movement.

We invite companies, employee resource groups, and organizations to participate by hosting their own Mother's Monday event. This guide provides you with some basic ideas and actions to consider as you plan your company's or organization's activities.

Overview

Mother's Monday is a day to recognize the pressure placed on mothers and caregivers so together we can cultivate a community of leaders working to reinvent motherhood and work.

Founded by Gayatri Agnew, Rohan and Kamala's mom, the day was created in 2020 to recognize the increased pressure the COVID-19 pandemic has placed on mothers and caregivers and to cultivate a community of leaders working to reinvent motherhood and work.

1. Identify the goal of your event.

Common goals could include:

- Raising awareness of the challenges mothers and caregivers in the workplace.
- Celebrating actions taken to support mothers & caregivers in your organization and plans for continued action.
- Workshop solutions for your organization.
- Challenge caregiver bias and the maternal wall.
- Launching a new initiative to support mothers and caregivers in the workplace.
- Redefining caregiving in the workplace.

2. Decide on the type of event.

- Keynote Speaker
- Panel / fireside chat
- Workshop
- Storytelling campaign (highlighting key working mothers and caregivers across your organization)

3. Learn more about key facts & information to include in your event.

- [Women in the Workplace Report 2020](#) - McKinsey
- [Pregnancy, Parenting & the Workplace](#) - National Women's Law Center
- [How COVID-19 Sent Women's Workforce Progress Backward](#) - Center for American Progress
- [Men and Care in the United States](#) - New America
- [All Our Resources on the COVID-19 Crisis](#) - New America

4. Questions / Key Themes To Address

- How can your organization better support mothers and all caregivers in the workforce?
- What actions can individuals take to support and lift up mothers and caregivers in the workforce?
- How do you take an intersectional approach to motherhood and caregiving at work?
- What voices or perspectives are not being heard or represented in your organization?
- How can men participate and amplify caregiving at work?

5. Download [these social assets](#) to share your event!

6. Use the hashtag [#mothersmonday2021](#) on all social media platforms.

If you have any questions, please reach out to our team at info@mothersmonday.com

Appendix

Sample Event

In 2020 a major retailer hosted a **Mother's Monday** event. The event was:

- Hosted by Parenting ERG (could also be hosted by an employee or a small group of employees)
- Focused on hearing stories from working parents and taking time to think about how we balance parenthood and work, with a focus on moms.
- Structured as:
 - Introductions and welcome by employees hosting the event
 - A welcome address by the CHRO about her own experiences as a working mom and caregiver
 - A panel of working parents talking about their families and how they navigate the complexities of family and work. (emceed by a key leader)
 - Closed by employee hosts

Sample Outline and Panel Questions

Time	Agenda Item	Speaker
12:30-12:35	Opening	Employee
	Introducing CHRO	Employee
12:35-12:40	CHRO Remarks	CHRO
12:40-1:20	Kick off Panel	Key Leader
	Question: Tell us a little about yourselves and your family.	Key Leader
	Answer	All panelists
	Question: What does redefining motherhood and work mean to you?	Key Leader
	Answer	2 panelists
	Question: What have you found to be valuable as you navigate between work and family?	Key Leader
	Answer	All panelists
	Question: What does work/life balance look like for you during these unprecedented times? What tips/tricks have you found to be useful?	Key Leader
	Answer	2 panelists

	Question: What's been one of the most memorable parenting out loud moments during our WFH time?	Key Leader
	Answer	2 panelists
	Question: Are there new ways of working that you think should continue forward? Or are there ways of working that we should let go of?	Key Leader
	Answer	2 panelists
	Question: What do you wish all moms knew?	Key Leader
	Answer	2 panelists
	Question: What do you wish non-parents knew about the life of a career mom?	Key Leader
	Answer	2 panelists
	Question: What are ways that career dads can show up for our career moms? And vice versa?	Key Leader
	Answer	2 panelists
	Question: As leaders, what can we do to support and enable career moms or career dads?	Key Leader
	Answer	All Panelists
1:20-1:25	Closing Remarks Panel Remarks	Key Leader
1:25-1:30	Closing Event Thank yous	Employee