

Campaign Support guide

Help Make Mothers' Invisible Work Visible



Organisation: **Make Mothers Matter**

Launch Date:

Friday, 14 November 2025

Hashtags:

#TheMomneyProject

#MomneyProject

#MakeMothersMatter

Instagram:

[@mmm.makemothersmatter](#)

Linkedin:

[@make-mothers-matter---mmm](#)

Facebook:

[@makemothersmatter](#)

1. How to take Part

★ Option A: Create your own Momney Moment

Pick your favourite Momney Banknote, print it or use a digital sticker. [Download Momney](#)

- Take a Photo or video of what care means to you.
- Post it to your social media with hashtags #TheMomneyProject and #MakeMothersMatter

★ Option B: Use our ready-to-share templates

Add your photo and edit our branded Momney [Canva Template](#)

★ Option C: Spread the word with our videos

Share our short videos on your social media. Watch & Download in [Short Video Folder](#)

Additional simple ways to take part:

- Like, Share, Comment and Repost
- Amplify our reels or posts in your stories
- Invite others to join the campaign & Follow [@mmm.makemothersmatter](#)
- Tag us
- Donate and support our work

2. Suggested Posts:

★ Option A — Emotional

Behind every thriving family, community and economy — there's care. Care given freely, mostly by women, mostly unseen. Invisible, yet invaluable. ❤️👩🏽

@mmm.makemothersmatter 's Momney Project is here to make mothers' unpaid care work visible — because it's the real currency that holds our world together.

#MakeMothersMatter #TheMomneyProject #MomneyProject

★ Option B — Data

Every day, 16+ billion hours of unpaid care work keep the world turning — worth an estimated USD 11 trillion. Yet it never shows up in our GDP...

Join @mmm.makemothersmatter - It's time to change what we value.

#TheMomneyProject #MomneyProject #MakeMothersMatter

★ Option C — Call to Action

Care work is work. Let's make it visible.

👉 Print a Momney note or use our digital template

👉 Post your photo showing what care means to you

👉 Tag someone who cares

LinkinBio to take part in the Momney Project campaign and join the movement:

@mmm.makemothersmatter

#TheMomneyProject #MomneyProject #MakeMothersMatter

❤️ Thank You - Let's Stay Connected

If you would like to be an active member of this Campaign and any future ones:

👉 Join the Make Mothers Matter [WhatsApp Group](#)

👉 Stay updated and join our [Mailing List](#)

Make Mothers Matter Momney Team

Info@makemothersmatter.org

Now Let's Make some Noise for Mothers!

Care Work is Work

Let's see it. Recognise it. Value it