Bridging Minds

Your space for political wellness.

2019 Media Kit
Who we are, What we do, Why we exist.

Our mission is to provide a model for a country where reason, respect and responsibility drive the agenda.
Who We Are

Bridging Minds Collective, or BMC, is a bipartisan online forum for women who want to effectively express their political views with the intention of engaging in healthy, respectful discussions. We are for women who may or may not realize their voting power, as well as their potential to unify our divided country.

Bridging Minds examines, discusses and seeks to better understand the governing policies that affect the lives of all people in America, as well as our children’s lives one day.

Bridging Minds brings women of different political viewpoints, races, religions, and social and economic backgrounds together to eliminate the political polarization in our nation and put forward frameworks, ideas and suggested policies that work for the majority. We will look beyond party affiliation to debate without judgment and to spread a unifying, cohesive message.

We believe Bridging Minds can change the current divisive and unproductive climate by asking our leaders to put their country before their party, by making middle-ground the new goal, and by teaching our children how to work together for the benefit of all.
We imagine a country where the vocal few who drive us apart cannot break the ties that bind us. Bridging Minds.

If you're a member of the DNC or the RNC and don't feel represented . . . join us at BMC. Bridging Minds Collective works between the polarized parties to make our fellow Americans aware that the widening divide is threatening our wellbeing and diminishing our freedom of speech. It's in part responsible for hate crimes now at an all-time high, rising 9% in the past year alone and 52% higher than the decade low in 2013.

But women can change this trend of cutting each other down to lifting each other up. We stand against bullying in our children's schools; we can stand against it in our own conversations. We can find our commonalities, draw strength from our differences, put lives before the issues, and create a safer, kinder, pro-active environment in which to live and raise our families.
Didn’t you ever learn not to talk like that? It’s a message that many in our political system need to hear. We’ve gotten so caught up in the drama of politics-as-entertainment that we’ve forgotten some of the simple rules that we learned as children: Think before you speak. If you don’t have something nice to say, don’t say it at all. Treat others how you want to be treated.

We know that we aren’t alone in craving a political system that can do better. The attention-seeking and pot-stirring of a vocal minority have drowned out the voices of reason, respect, and responsibility.

Our community offers a digital sanctuary for those voices to be heard. Where people can openly and safely connect. We are committed to providing a place to talk, a platform to learn, and a home for a new type of political debate.

Our country is facing bigger challenges than ever. The only way to solve them is by nurturing a healthy political system focused on healing the divide. Join us at Bridging Minds -- your space for political wellness.
We provide tips for talking about controversial topics and the resources needed to make informed decisions.

Through daily encouragement and inspiration, we show perspective, create balance and pave a path that keeps our eyes on the future.
Why Women?

Women are global influencers and Bridging Minds is our home base. From policy-making to peace-seeking, we cut through the negativity and work together for a new type of politics -- starting in America.
Why Women?

- We want to talk to all American women and girls with an interest in making their country a better place. We want to speak to every woman regardless of her race, class or social status.

- The last census counted 157 million women in the United States, 51% of the population. Women are the majority of the public and their impact in politics should reflect that.

- 85% of American women have children at some point in their lives. Bridging Minds aims to speak to all women, born from the idea that our political process would benefit from some very simple rules our mothers taught us.

- We can confidently leverage the motherhood angle and know that it will resonate with a large portion of the population and audience.

- 91% say that advertisers do not understand them. They are hungry for messages that reflect who they are and what they care about. Bridging Minds is ready to own that opportunity in the political arena.

- Women have a multiplier effect. They control the bulk of household spending. They also still tend to be the primary caregivers for the elderly and the young.

- By influencing women in their prime working and parenting years, marketers also influence members of the older generation and the generation to come.

- Women care about civility in politics. Nearly 80% are concerned that the current political climate will lead to violence. Women care about representation by other women. They are five times more likely to vote for a woman instead of a man if the two candidates hold broadly similar political views.
The Bridging Minds woman is seeking a new understanding of politics and understands why, now more than ever, it’s important to be engaged and informed.
The Bridging Minds Target Audience

The Big Influencers:
Women ages 26-56 - the group most likely to have children at home and to have cross-generational influencer effects on young children and older voters. Our core target segment, The Big Influencers who have children at home, are more connected and more engaged than other groups of women. 90% of moms are online versus just 74% of women in general.

The Next Generation:
Women ages 16-26 - this next generation of young adults is better educated and more politically engaged than any generation of young people before them. They are also very entrepreneurial and proactive. 80% of them are employed full time and over 40% of them have a side hustle.
How to be involved,
What to say,
Join us!
Our content speaks to over half the population: women in America, with a focus on moms. Our community is comprised of women of all social, political and economic backgrounds.

Political discussion in recent years has been fueled by negativity and opposition. At Bridging Minds, we aim to set a high standard, showing how to be passionate about politics without resorting to toxic, exclusive language. Rather than spreading discord and intolerance, we strive for acceptance, understanding and optimism, with a goal of educating our audience about how understanding both sides of a political issue can be beneficial to overall decision making and perspective. We are sharing experiences, not bias, so our audience can understand how both local and national policies affect our daily lives.

As the name implies, Bridging Minds discusses the policies that impact our lives from a bipartisan perspective.
We’re creating a safe, online space for positive, informed discussion, where every person can feel that their views are welcome and respected.
Our Voice

Our content reads like you’re speaking to a friend: warm, relatable and valuable. It’s a place where our audiences come to read thought-provoking articles and feel comfortable engaging in discussions because their opinions are valued and respected. The voice of our website and content is:

- Intelligent
- Educational
- Thoughtful
- Informed
- Welcoming
- Friendly
- Compassionate
- Optimistic
- Understanding
- Confident
- Personable
- Trustworthy

Above all, the Bridging Minds voice is inclusive. We are writing for women of different political viewpoints, races, religions and social and economic backgrounds—all of whom we want to feel understood and represented.
Topics We Cover

Bridging Minds article categories include but are not limited to the below:

- **How To’s and Cheat Sheets**
  While how-to articles are self-explanatory, cheat sheets will function as a one-sheet guide to handling a certain conversation, situation or challenge.

- **Opinion**
  Share your bipartisan opinion on a certain issue, such as gun control, health insurance, education, etc.

- **Perspectives**
  In perspective articles, you’ll take a side of an issue and provide examples in support of other points of view.

- **Interviews and Profiles**
  In a Q&A format, or a long-form feature of a notable figure.
Connect with our Community

How to Become a Contributor
Submit your editorial idea to editor@bridgingminds.com, along with two prior samples of relevant work.

Editorial Guidelines:

- Articles should be 500 - 600 words.
- All facts and figures should be supported by valid sources, which can be cited via hyperlink or at the end of the article.

Join the conversation:
Join the conversation and our online community on Facebook! It’s here where you can express your views, see what others are talking about and get educated on all sides for a centered approach and perspective.

Connect with us on social media to have your say and stay up to date on everything happening at Bridging Minds.

Facebook: MillionMomsforPeace
Twitter: BridgingMinds
Instagram: bridgingmindscollective
Sponsorship & Advertising Opportunities

Please reach out to our media sales team, mediasales@bridgingminds.com
We are open to collaborative events and other women-based community ventures.
Thank You!