



Resources & Tips

Hosting a KMM:

- Facebook Event Invite

- Creating a public Facebook event is a great way to spread the word.
- Invite all of your parent-friends on Facebook and encourage them to do the same.
- Share the event in any groups you are a part of.
- In the Event page, share the [Komae Mommy Meetup Invitation video](#).
- On our [website](#), we have images you can share on the Event page. These also include countdown images to excite your guests.

- Where to host:

- Host in your home if you are introducing this to friends & family.
 - Provide wine & snacks or coffee & pastries if you'd like.
- If you're hosting a public community KMM, host in an area you will be able to chat and connect.
 - A local restaurant with a private room or a coffee house. There are so many options.
 - Provide light snacks or arrange something with the restaurant. These events should not be costly.
- If you're hosting a KMM and are encouraging parents to bring their kids and have a group playdate, host in a place where the kids are able to play and the adults are able to have their own space to chat.

- Hosting Tips:

- Be sure to have a laptop or TV available to play the [Welcome Video](#) to your guests.
- We also recommend playing the [Komae 2.0 Video](#) to explain our upgraded app.
- Have a **sign in sheet** where you collect names and email addresses.
- Provide blank **name tags** for your guests to fill out.
- Have plenty of **Komae Connection Cards** handy (make sure each guest has enough to hand out to every parent their).
- Print out **Playdate Cards** and flyers to have around. Guests may want to take some to share with their connections.
- Provide a **calendar** and encourage parents to sign up to host their own KMM.
- Allow guests to mingle, play the welcome video, and a Q&A. Have your [FAQ Sheet](#) handy.
- After that, we recommend an **ice-breaker** to get your guests to connect.
 - In a circle, have guests introduce themselves, the name and age of their children, and a fun fact (such as when their last date night was or whatever you'd like.)
- You can also have a **contest giveaway**.



Resources & Tips

- For example - the first parent to request a sit on the app gets a \$10 Starbucks giftcard.
- The first parent to sign up to host their own KMM gets a provided gift basket.
- This is all up to you... Have fun with it!

Where to distribute Flyers:

- Flyers are in your KEO Facebook group.
- We recommend writing your personal information on the flyer.
 - Or contact Katherine@mykomae.com to have her edit your flyer based on your information and region.
- Pass out at soccer games, ballet class, flag football, choir concert, etc.
- PTA or other school related groups/activities.
- Parent co-workers
- Library, rec center, childrens museums
- Church or neighborhood groups, book club, life groups, etc.
- Local community events

Facebook Groups:

- Create a Private Komae KomUnity Facebook Group for your city.
 - EX: Komae KomUnity: Akron
- Invite all of your parent-friends on Facebook in your area to join the Group.
 - Encourage them to invite their local parent-friends.
- Allow people to use this group to discuss parenting tips, tricks, and questions.
- Welcome new members to the group to introduce them.
- Share your local KMM Events in this group.
- Ask weekly questions to encourage app usage, such as:
 - "When was your last date night?"
 - "Who needs some me-time?"
- Share Komae's social posts in your group.
 - We post daily memes, photos, blogs, & more! We highly encourage sharing these posts and inviting them to like our Facebook page.

Emails:

- We have provided email templates. Send them out whenever you'd like, to whomever you'd like.
- Follow up with contacts you received from hosting local KMMs. Ask how their experiences have been and how you can help them grow their village or swap sits.



Resources & Tips

How to Encourage Sit Swapping:

- It takes a Village to raise our Tribe. This app is allowing parents to help each other out along with helping themselves.
- Discuss me-friend, friend-time, hubby/wifey time. We all need these things and the app helps with that.
- Share people's bank savings in your Facebook group, or encourage them to share photos of their date nights or what they've used the app for.
- Do a weekly contest for every fulfilled sit.
 - Such as featuring them on social media or naming them Mom/Dad of the week in your Facebook group. It doesn't need to cost money.

How to Encourage Premium Upgrades:

- Komae Premium is ideal for parents who would like to be a part of multiple groups on the Komae App.
- It is also a great tool for parents looking to expand their Village with the nearby searchability.
- Provide them with your personal **coupon code** to give them a discount.