

Moms Adopting Moms

MARK 4600S Project

Jackson Oliver, Virginia Angelone, Taylor Swinks, and Lara Rogers

Team Members



Jackson Oliver

Details Manager



Virginia Angelone

Research Manager



Taylor Swinks

Technology Manager



Lara Rogers

Team Leader

Client Overview:

Moms Adopting Moms is a 501(c)(3) approved nonprofit organization located in Clarke County, Georgia dedicated to improving the lives of children in the foster care system, their biological families and their foster parents by cultivating a peer mentoring relationship between the mothers that will help them through reunification and beyond.

This non-profit was founded by **Mary Rathbone** and cofounder, **Christina**.
They walk beside biological mothers who are doing everything in their power to reunite with their children.



Industry Background

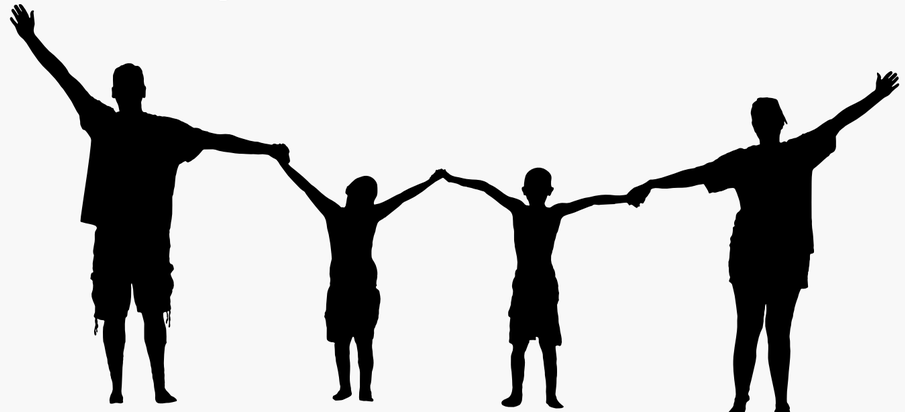
Non-profit child and family services

Family reuinification

Family welfare servies

M.A.M. operates in the intersection of **family reunification**, **family welfare servies**, and **non-profit child & family services.**

“Around 527,180 children passed through the foster care system in 2023” (USA Facts 2025)



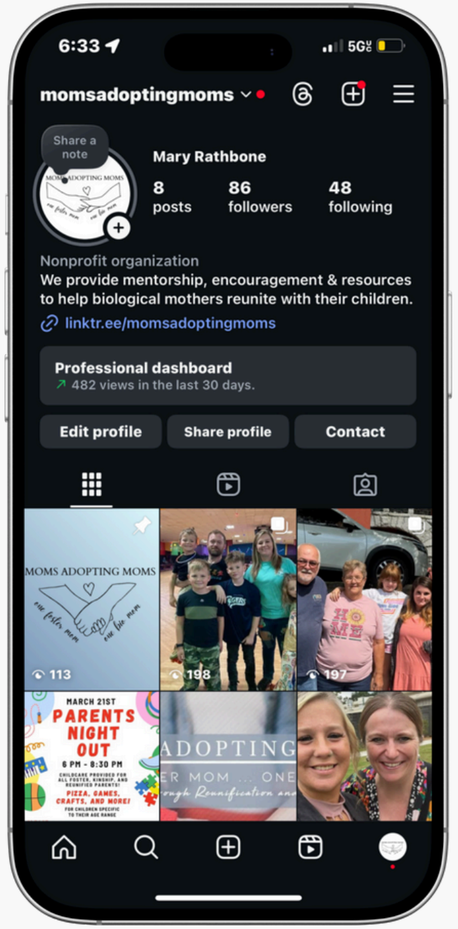
Reunification services are reported **under-funded**. Research finds that the federal government spends almost 10x more on foster care than on reunification services (Fine T 2025).

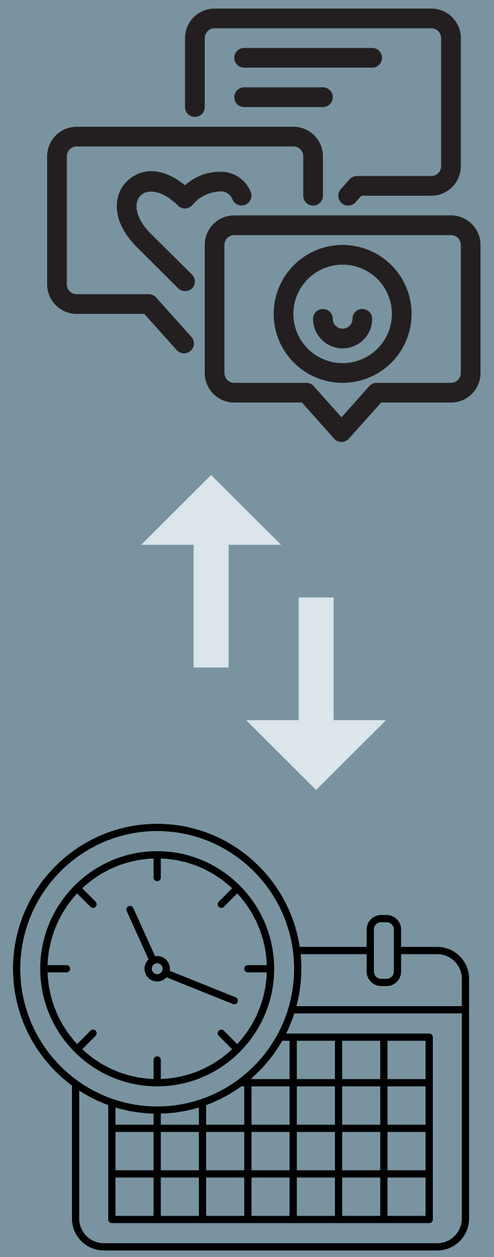
Initial Client Interview

In our first interview, we talked about potential areas of improvement regarding social media platforms and fundraising.

M.A.M. expressed their primary goals as:

1. Revamping of the social media presence
2. Consistent posts and digital activity
3. Attract new donations, fundraisers, or partnerships





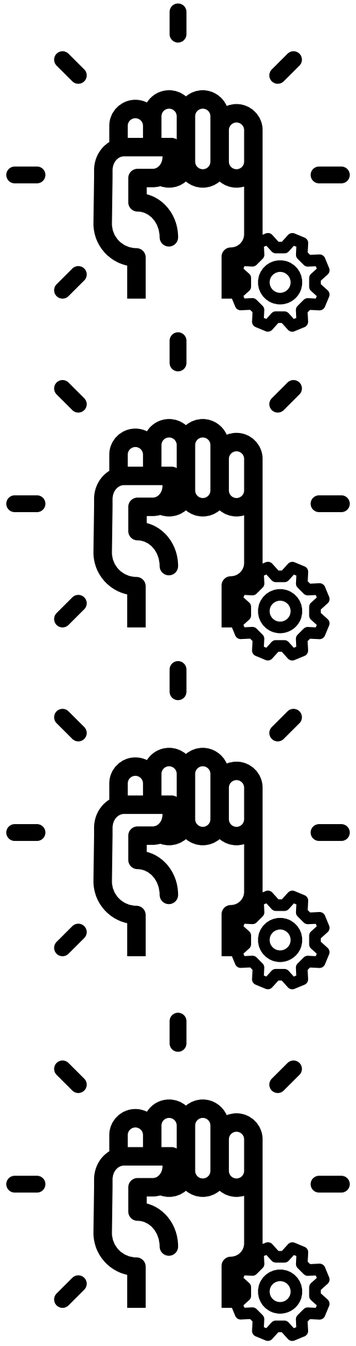
Past Marketing Efforts

Prior to our help, M.A.M created a Facebook Group where “consumers” and team members could communicate and post updates.
Otherwise, the Instagram and Facebook page lacked some structure and content as a whole. The few posts uploaded lacked a consistent theme and “strategic” scheduling.

Missed Opportunities

Our team saw this as a missed opportunity for the organization; in our current age the lack of a strong social media presence conveys weak credibility, legitimacy, and overall brand structure.





Strengths and Opportunities

Strengths

- Existing newsletter and Facebook Groupchat
- Social media presence exists
- The credibility of its founders builds trust and credibility within clients AND potential partners.
  - Mary and Christina represent the target demographic (foster parent and recovering parent);

Opportunities:

- Social media lack energy
- No consistency in post frequency OR brand theme throughout online presence
- Fresh and small organization.
- No guaranteed funding streams; rely on local grants and donations.
- Recruiting and training volunteers for mentorship roles.



Marketplace Potential

We identified the potential for growth.

Our plan: create a social media strategy to create a consistent and stable social media presence to effectively engage donors, as well as the mothers who could benefit from the organization's support.

Marketing Strategies and Vehicles:

As a team we planned to help M.A.M. reach their goals by

1. Revamping their social media accounts with:
    - content creation via **Canva** (Meta posts, stories, and highlights)
    - automating and scheduling social media activity via **Meta Business Suite**
    - introducing AI Agents (**N8N**) to facilitate future marketing strategies
2. Creating a Linkedin account to introduce the organization to a new pool of potential partners and donors on the platform.

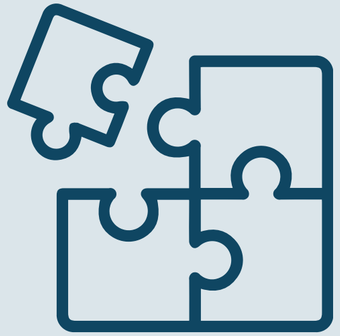
The "Ask"

Help Moms Adopting Moms establish and increase their online presence through social media content to attract engagement and potential donors/partners.

Deliverables:

- Create a consistent content schedule for both Facebook and Instagram.
- Create posts and stories for Instagram and Facebook to highlight the organization’s mission, values, and details for opportunities to get involved and attract donations.
- Create a Linkedin account to introduce the organization and initiate B2B processes; targeting other companies/nonprofits for potential partners and collaborations

Timeline



September

- Spent getting to know our client
- Brainstorming effective measures to go by defining the specifics of what Moms Adopting Moms needed



October

- Spent lots of time on gathering Secondary Research
  - specific times that are best to post, donor links, researching other non-profits profile pages
- Optimizing current profiles



November

- Approving Posts and scheduling for sharing on all platforms
- Communicating with other businesses for percentage nights
- N8N research

Content Calendar:

Sun	Mon	Tue	Wed	Thu	Fri	Sat
2	3 INTRODUCTION FB POST	4	5 INTRODUCTION INSTA POST	6	7 FIRST GET INVOLVED INSTA & FB STORY	8 FIRST MTF INSTA & FB STORY
9	10 FIRST MISSION STORY	11 MOM TIPS INSTA & FB STORY	12	13	14 SECOND GET INVOLVED INSTA & FB STORY	15 SECOND MTF INSTA & FB STORY
16	17 SECOND MISSION STORY	18 MOM TIPS INSTA & FB STORY	19 MEET THE FACES INSTA POST	20	21 THIRD GET INVOLVED INSTA & FB STORY	22 THIRD MTF INSTA & FB STORY
23	24 THIRD MISSION STORY	25 MOM TIPS INSTA & FB STORY	26	27 INSTA & FB THANKSGIVING POST	28 FOURTH GET INVOLVED INSTA & FB STORY	29 FOURTH MTF INSTA & FB STORY
30	1 FOURTH MISSION STORY LINKEDIN FIRST POST	2 MOM TIPS INSTA & FB STORY	3 INSTA & FB HOLIDAY SEASON POST	4 LINKEDIN SECOND POST	5	6

Secondary Research: Social Media Engagement

- The social media landscape is always evolving, with a constant growth observed in emotionally driven content, immersive online experiences, and brand-community engagement tactics.
- Nonprofit organizations that leverage emotional content, platform activity, and analytics are proven to outperform those who rely solely on informational messaging.

This data highlights a large market opportunity: social media users increasingly support organizations that feel authentic, engaging, and actively community-oriented

Moms Adopting Moms has struggled with visibility across Instagram, Facebook, and LinkedIn.

Recommendations and Best Practices

Using emotional appeals and storytelling to boost interactions and create sense of community

Creating targeted content that fosters belonging and relational trust.

Track and leverage data analytics to optimize post views, engagement, and interactions.

Optimize content towards not only individuals but also continue to build relationships with businesses and business owners in the surrounding area

Secondary Research: Donations

- Based on our research, there is a growing national demand for charitable giving, especially for nonprofits that build emotional resonance and demonstrate real a true impact on the community.
- Trends show that U.S. donors are more likely to respond to personalized requests, due to associating the act of donating to their moral identity.

A strong social presence and organizational legitimacy are key motivators for donations.

M.A.M's mission relies on emotional storytelling. There is potential in the marektplace to maximize strategies that emphasize authentic communication and emotional appeals.

Recommendations and Best Practices

Create an emotional story and show authenticity to generate more postitve interactions and donations.

Emphasize building a strong social presence, community identity, and overall legitimecy to attract donations.

Adopt donor-centered communication models in order to build long-term donor commitment. (Personalized messaging).

Target Market



Younger women, aged around 18-50. That have struggled with substance abuse. Those who are involved in the adoption/foster care system already and who are ready to reunify with their children.

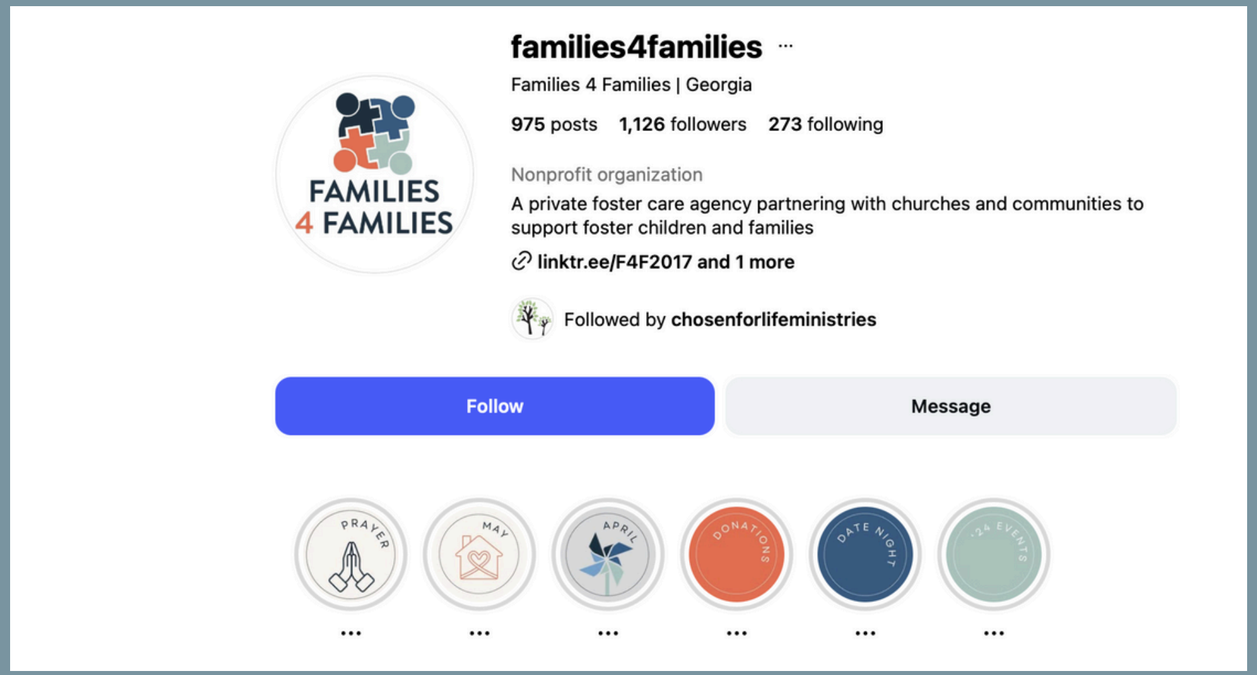


Middle aged men and women that are upper class and are willing to donate funds to help provide joy and spread love and support to families in need.



Middle aged women that have either been a foster parent or have been in the shoes of our mothers, who can help guide them to meet their reunification goals. They act as role models and foster a true natural relationship with our families.

Competitor Review:







Strengths

- Targets youth empowerment and community collaboration.
- High post and follower count.
- Consistent messaging and brand theme implemented

Weaknesses

- Apart from assisting families after a crisis event, poor proof of follow up support. (M.A.M. emphasizes the long journey)

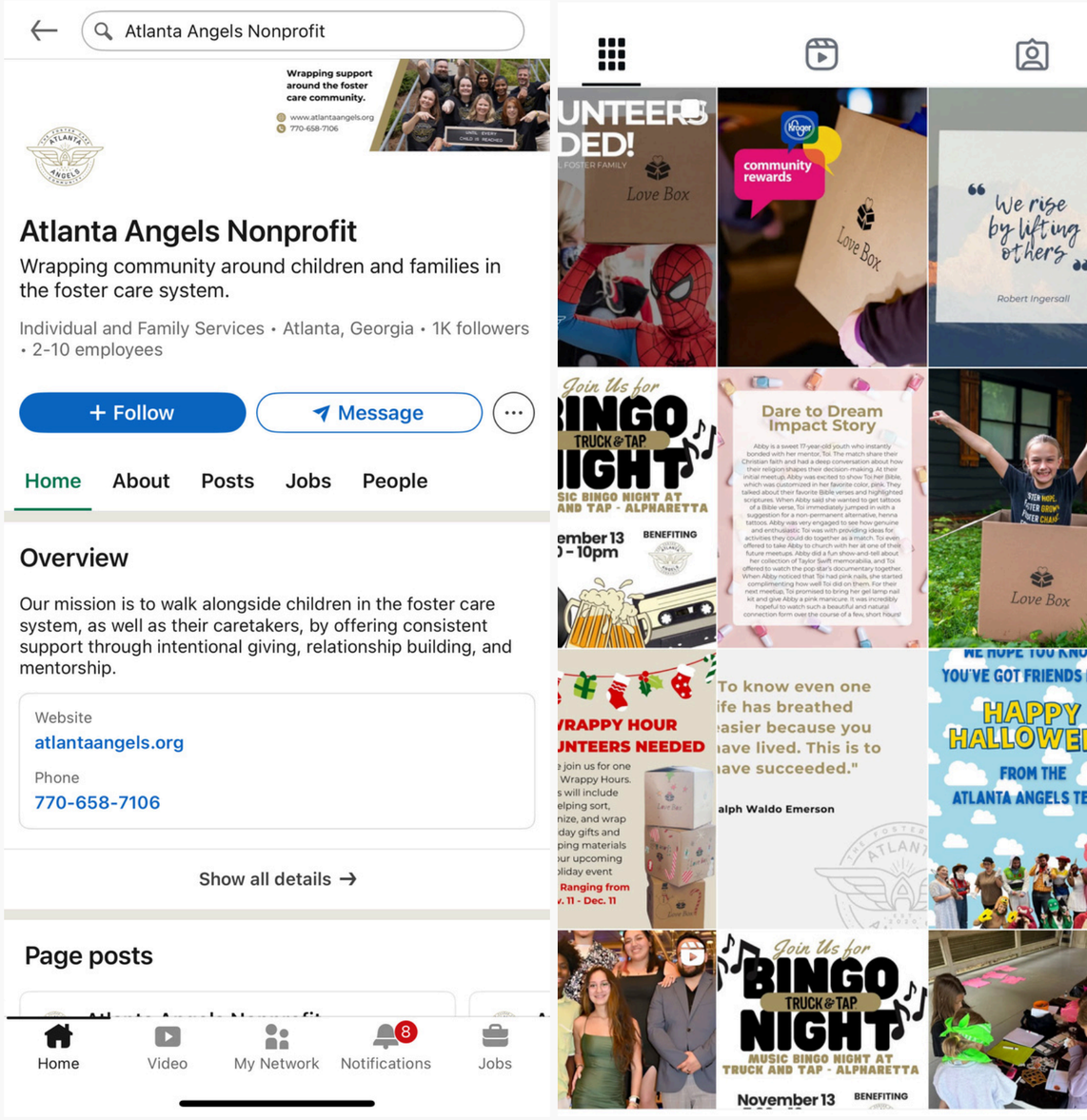


Strengths

Relationship building and mentorship.

Weaknesses

They could expand their community more and do more beyond their company within the foster care system.



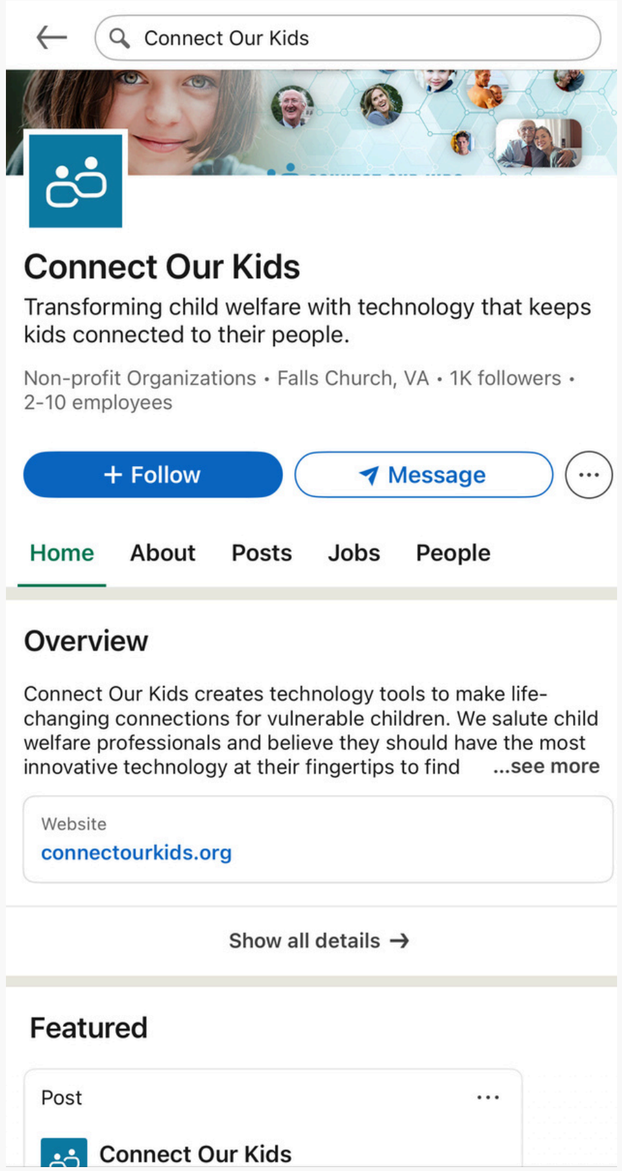


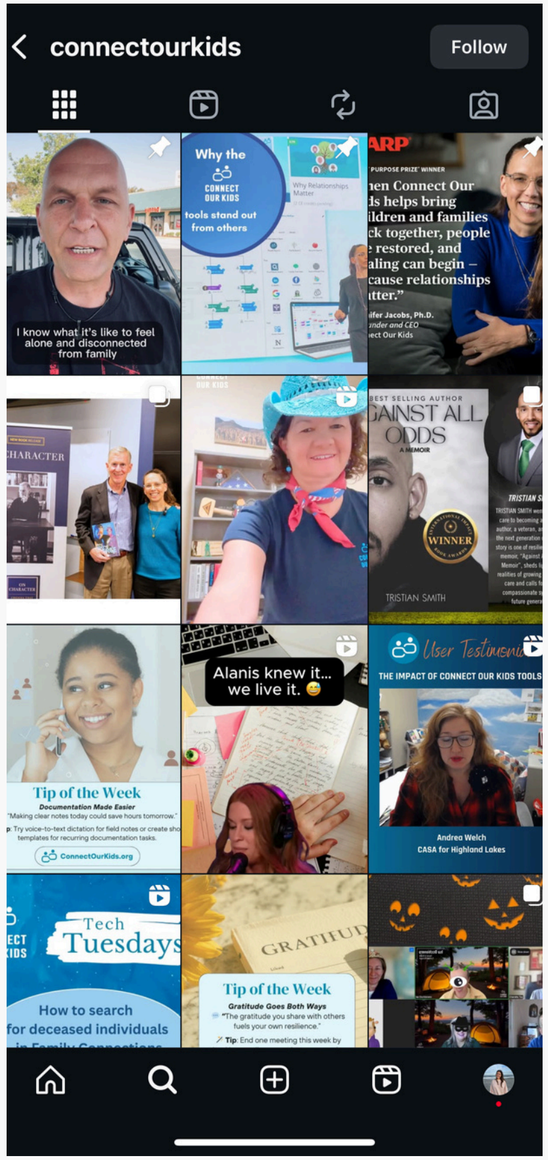
Strengths:

- Direct connection to families and foster
- children and focuses on building relationships.
- Strong use of technology.

Weaknesses:

- Funding
- Needing more support from local community.





Marketing Objectives for Deliverables

Our main deliverables have been (1) content creation, (2) consistent social media posting, (3) Linkedin account creation, (4) introduction of platforms for continuing marketing tactics

Through our research, we found:

- Personalized and emotional content works best to drive interaction
- Scheduled content increases enagement, consistency, and viewership
- Weekly themed posts keep an audience involved and builds a sense of belonging

Our Deliverables

Instagram Page

momsadoptingmoms

7 Posts

87 Followers

48 Following

Moms Adopting Moms

Nonprofit Organization

We provide mentorship, encouragement & resources to help biological mothers reunite with their children.

linktr.ee/momsadoptingmoms

Our Mission | Meet the Team | Success Stories | Mom Tips | Get Involved

Following | Message | Email



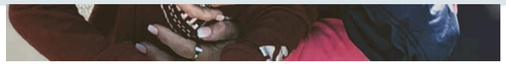
Instagram and Facebook Posts

momsadoptingmoms



208 likes

momsadoptingmoms Moms Adopting Moms is a 501(c)(3) approved nonprofit organization located in Clarke County, Georgia dedicated ...more



208 likes

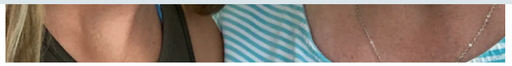
momsadoptingmoms Moms Adopting Moms is a 501(c)(3) approved nonprofit organization located in Clarke County, Georgia dedicated to improving the lives of children in the foster care system, their biological families and their foster parents by cultivating a peer mentoring relationship between the mothers that will help them through reunification and beyond.
We walk beside biological mothers who are doing everything in their power to reunite with their children.
Thank you for being here. Whether you're seeking help, offering support, or simply learning — this community is for you.
#MomsAdoptingMoms #Reunification #PeerMentorship #HopeInAction

momsadoptingmoms



208 likes

momsadoptingmoms Moms Adopting Moms began with Mary, a former foster parent who chose to love not only the children in her care but ...more



208 likes

momsadoptingmoms Moms Adopting Moms began with Mary, a former foster parent who chose to love not only the children in her care but their mom, Christina, too. Through support, faith, and compassion, Christina found healing, freedom from addiction, and reunification with her four children.
Today, Mary and Christina work side by side — encouraging foster parents to embrace whole-family restoration and helping moms find the hope and strength to rebuild their lives.

#MomsAdoptingMoms #Reunification #FosterLove #HealingJourney #HopeInAction

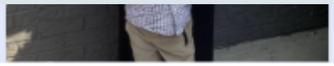
Instagram and Facebook Posts

momsadoptingmoms



208 likes

momsadoptingmoms 🤍✨ Brittany's Story 🤍✨
"I realized my kids couldn't grow up thinking this was love… so I left." ...more



208 likes

momsadoptingmoms 🤍✨ Brittany's Story 🤍✨
"I realized my kids couldn't grow up thinking this was love… so I left."
Brittany is rebuilding her life after years of abuse and addiction, and she's finding herself again.
Her courage is incredible.

#MomsAdoptingMoms #Reunification #FosterLove #HealingJourney #HopeInAction

momsadoptingmoms



208 likes

momsadoptingmoms 🤍✨ Madison's Story 🤍✨
"From abuse → losing her kids → rebuilding her entire life...more



208 likes

momsadoptingmoms 🤍✨ Madison's Story 🤍✨
From abuse → losing her kids → rebuilding her entire life.
Madison has faced setbacks, systems that failed her, and so much pain.
But she's stronger now, safer now, and preparing to bring her babies home before Christmas.
The greatest gift she could ever receive.

#MomsAdoptingMoms #Reunification #FosterLove #HealingJourney #HopeInAction

Instagram and Facebook Posts

momsadoptingmoms



208 likes

momsadoptingmoms Grateful for the resilience, courage, and love we witness every day. This Thanksgiving, we're celebrating ...more



208 likes

momsadoptingmoms Grateful for the resilience, courage, and love we witness every day. This Thanksgiving, we're celebrating the families who inspire us and the community that surrounds them.

#MomsAdoptingMoms #Reunification #FosterLove #HealingJourney #HopeInAction

momsadoptingmoms



208 likes

momsadoptingmoms The holidays can be a heavy season for families facing financial stress, and that's why our Adopt-A-Family ...more

208 likes

momsadoptingmoms The holidays can be a heavy season for families facing financial stress, and that's why our Adopt-A-Family program is so special.
When you sponsor a family, you help give them a brighter holiday — whether it's warm clothes for winter, gas money for appointments, or meaningful gifts for the kids.
Your generosity has the power to change a family's entire season. ✨

#MomsAdoptingMoms #Reunification #FosterLove #HealingJourney #HopeInAction

momsadoptingmoms

7 Posts | 84 Followers | 34 Following

Moms Adopting Moms
Nonprofit Organization

linktr.ee/momsadoptingmoms

Following | Message | Email














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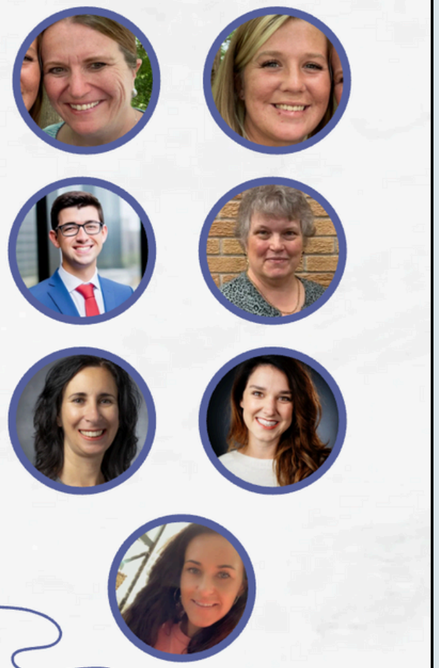






Meet the Team

Meet the Moms Adopting Moms Team



MARY



CO-FOUNDER

Mary is the Founder and Executive Director of Moms Adopting Moms. A wife, mother, and former Technology and Hospitality professional, she spent several years in Europe before returning to her hometown of Athens, Georgia. A former foster parent and trained CASA, Mary is passionate about empowering women and families through education, workforce development, and encouragement.

SALLIE



Sallie Zehna Starrett is CEO of Brightpaths, a nonprofit preventing child abuse in Athens. An Athens native and UGA graduate, she has nearly 15 years of experience in child welfare and family preservation. Sallie and her husband are foster parents with three children and enjoy supporting families, cheering on the Dawgs, and spending time outdoors.

ANNETTE



BOARD TREASURER

Annette grew up in Miami, Florida, and earned a marketing degree from Stony Brook University. A retired Lieutenant with the Elbert County Sheriff's Department, she now lives on a 30-acre farm in Hart County with her husband. Annette volunteers as a CASA, serves on her judicial circuit board, and is passionate about supporting children and families through Moms Adopting Moms.

MICHELLE



Michelle Medlock is Executive Director of Acceptance Recovery Center, a long-term residential treatment nonprofit. A social work professional with personal experience in recovery, she is passionate about empowering families through trauma-informed, family-centered support. Michelle is pursuing her master's in social work and lives with her husband, three children, and their dogs, pig, and chickens.

CHRISTINA



CO-FOUNDER

Christina is the Co-Founder and Vice-Chair of Moms Adopting Moms and Director of Bio Mom Peer Mentoring. A mother of four and certified Addiction Recovery Empowerment Specialist, she draws from her own journey of recovery and reunification to support other moms in finding freedom and stability. Christina lives in Madison County with her husband, Giancarlo, and enjoys traveling and fishing with her family.

CHRISTINE



Christine M. Scartz is a Clinical Associate Professor at the University of Georgia School of Law, where she teaches Family Law and Law & Social Justice. She directs the Jane W. Wilson Family Justice Clinic, providing free legal support to victims of domestic violence and stalking. Christine previously practiced domestic relations and criminal law in Gwinnett and Roswell, Georgia, and has served as an appointed attorney for criminal appeals.

JACKSON



BOARD SECRETARY

Jackson is happily married to Rachel, and they have two beautiful sons. A UGA graduate in Business Management, Jackson works as a financial advisor, helping people with budgeting, retirement, protection, and estate planning. As Secretary of the Board, he will teach finance classes to foster and biological families, combining his passion for business with a mission to help others achieve financial freedom.

Meet our Peer Mentors

DAYDRIANNA



Daydrianna is engaged and a proud mom of three. After completing training as a Bio Mom Peer Mentor, she now manages services for moms across Banks, Stephens, Franklin, Hart, and Elbert counties. She loves connecting with other moms, spending time with family, and practicing her passion for makeup and hair.

DEBORAH

Deborah is one of our amazing mentors. She's a devoted mom, wife, nana, and foster mom who leads with compassion and strength. She opens her heart and home to others, offering love, guidance, and support to every child and family she touches. Her warmth, patience, and genuine care make her an invaluable part of our mentoring team, and we are incredibly grateful for the light she brings to those around her.



Mom Tip Tuesday

MOM TIP TUESDAY

"Successful mothers are not the ones who have never struggled. They are the ones who never gave up despite the struggles."
-Sharon Jaynes

Remember, mama — success isn't about perfection, it's about perseverance. Keep showing up. We are here for you!

MOM TIP TUESDAY

I am stronger than I realize.

I am a good mom.

I am proud of the woman and mother I'm becoming.

I am capable.

What are your daily affirmations?

MOM TIP TUESDAY



Remember you have to take care of yourself too! Here are some quick ways to relax!

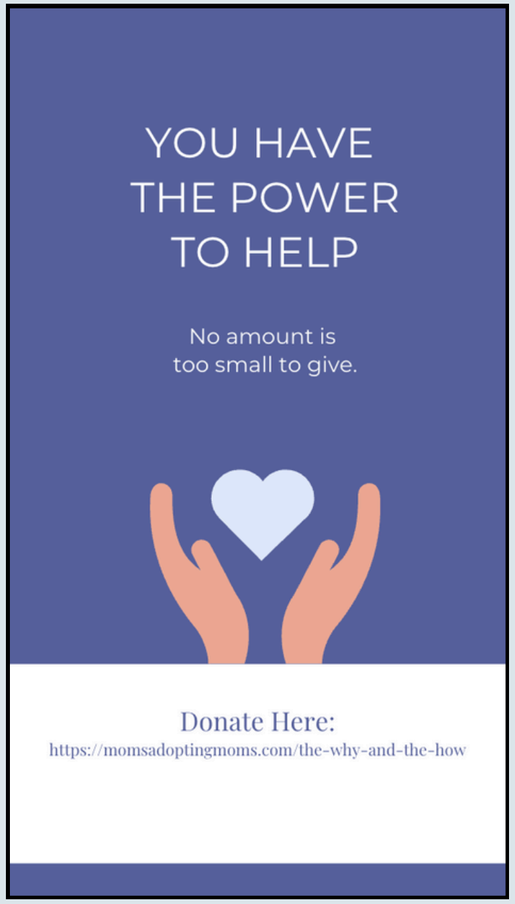
MOM TIP TUESDAY

Make learning playful!
Here are some creative ways to make learning fun at home!

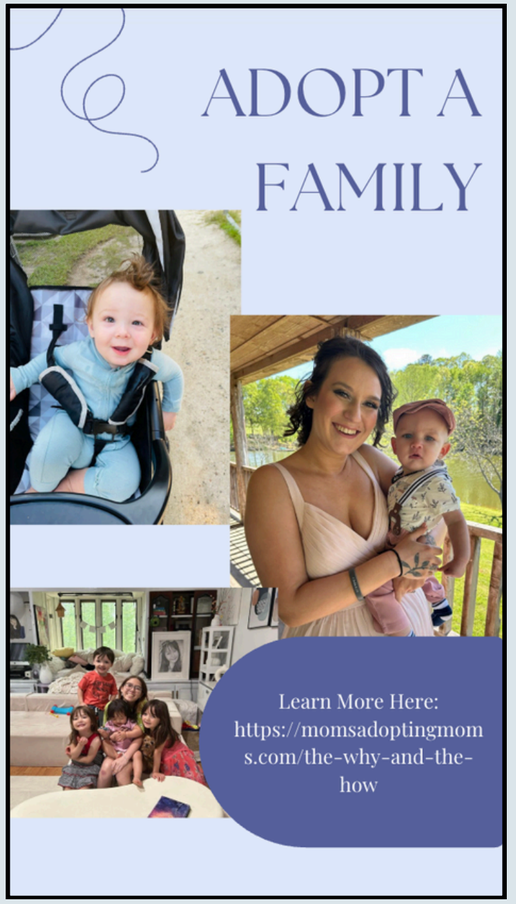
- Scavenger Hunts
- Turn Chores into Games
- Try a DIY Science experiment
- Act out a Their Fav Story
- Measure Ingredients while Cooking
- Make Shapes with Playdough

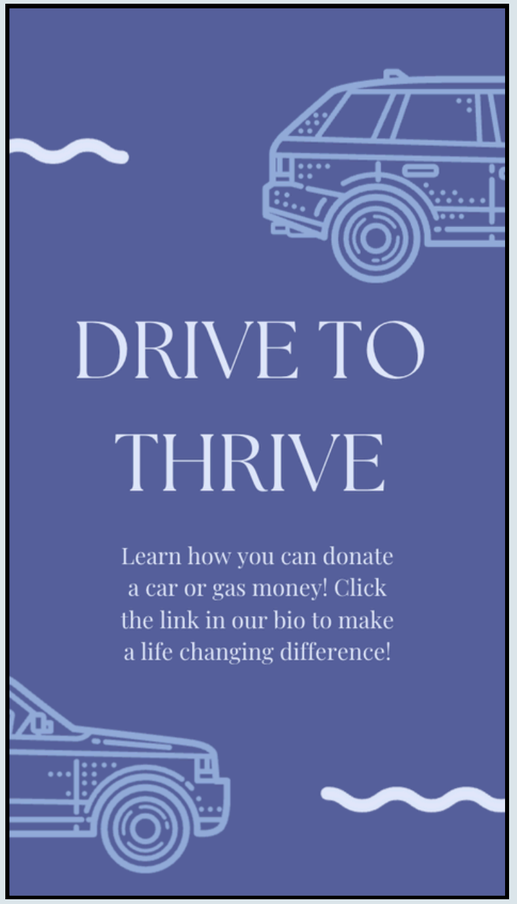


Get Involved









Our Mission

OUR MISSION

Moms Adopting Moms empowers biological parents to reunite with their children through mentorship, support, and resources, while fostering strong connections with foster families and creating lasting family success.



EVERY MOM DESERVES TO EXPERIENCE GUIDANCE, ENCOURAGEMENT, AND THE TOOLS TO SUCCEED IN REUNIFICATION AND BEYOND.



GIVING FAMILIES THE POWER TO HEAL, GROW, AND REBUILD THEIR FAMILIES WITH HOPE AND SUPPORT.

Meet the Faces

MEET DAYDRIANNA



She started using at 17, lost custody of her daughters, and went to prison. But that's where her healing began. Through recovery and God's grace, she rebuilt her life, found purpose, and created a safe home. Now her girls are back with her — and she and her husband share hope with everyone they meet.

MEET CLAUDIA



Claudia is a single mom of two beautiful girls who has faced so much – a stroke, MS, and now stage 4 cancer.
Still, she has loved and raised her girls with everything she has.
Pray with us for Claudia and her daughters.

MEET BRITTANY AND NATE



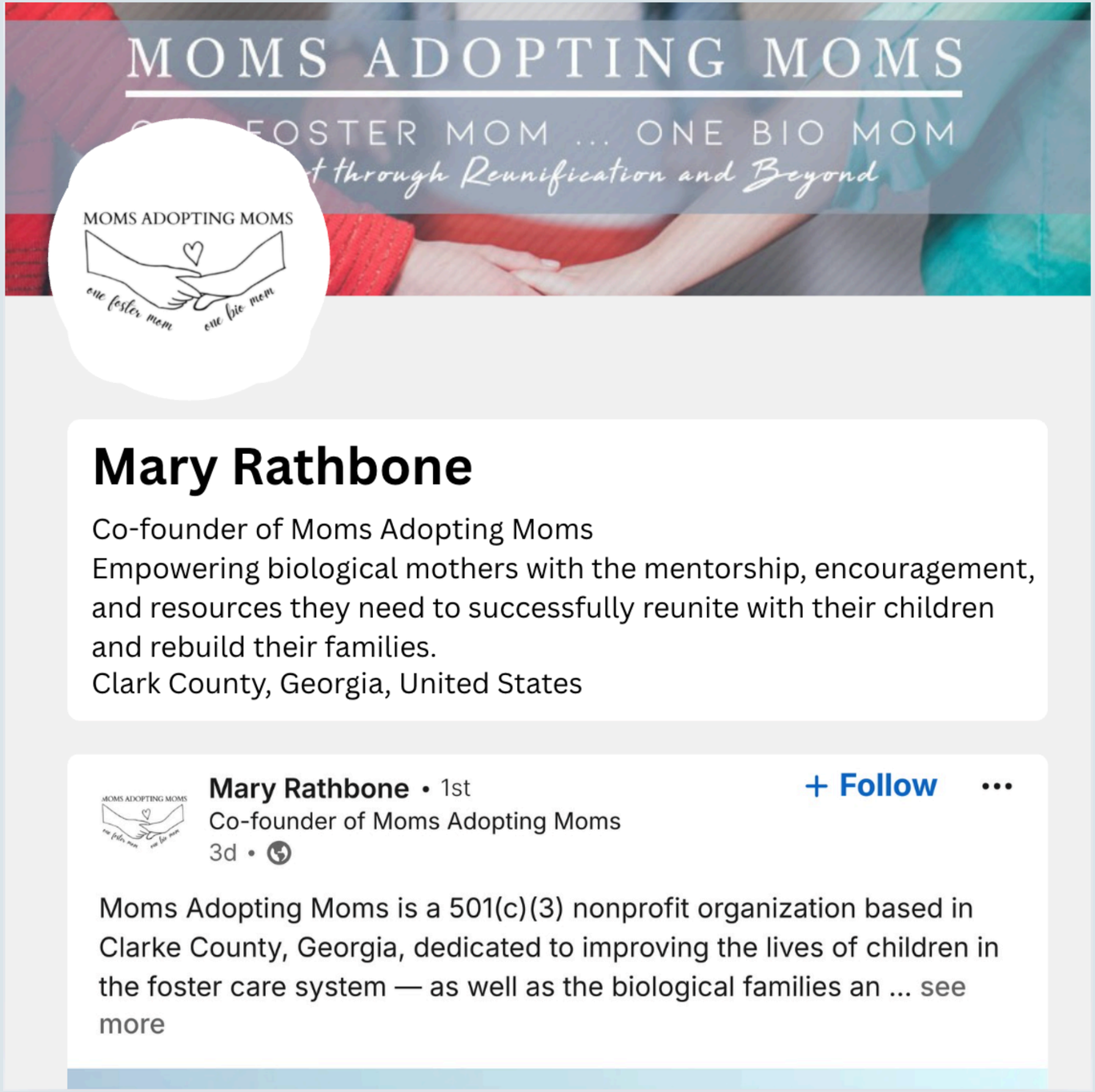
Addiction took everything from them — even their kids.
But with God's grace, they chose recovery, fought hard, and in 2023 their four children came home.
They're rebuilding their lives day by day.
So grateful to witness their redemption story.

MEET AUTUMN



She's a 23-year-old mom fighting to heal and reunify with her babies, Malaya and Liam. Alcohol became her way of coping with pain — but she's choosing recovery. She's in meetings, on a treatment waitlist, and she has not stopped trying. Cheering her on every step.

LinkedIn Page



LinkedIn Post

Mary Rathbone • 1st
Co-founder of Moms Adopting Moms
3d •

+ Follow

Moms Adopting Moms is a 501(c)(3) nonprofit organization based in Clarke County, Georgia, dedicated to improving the lives of children in the foster care system — as well as the biological families an ... see more



1219 162 comments • 1290 reposts

Like Comment Repost Send

Caption

Moms Adopting Moms is a 501(c)(3) nonprofit organization based in Clarke County, Georgia, dedicated to improving the lives of children in the foster care system — as well as the biological families and foster parents who care for them.

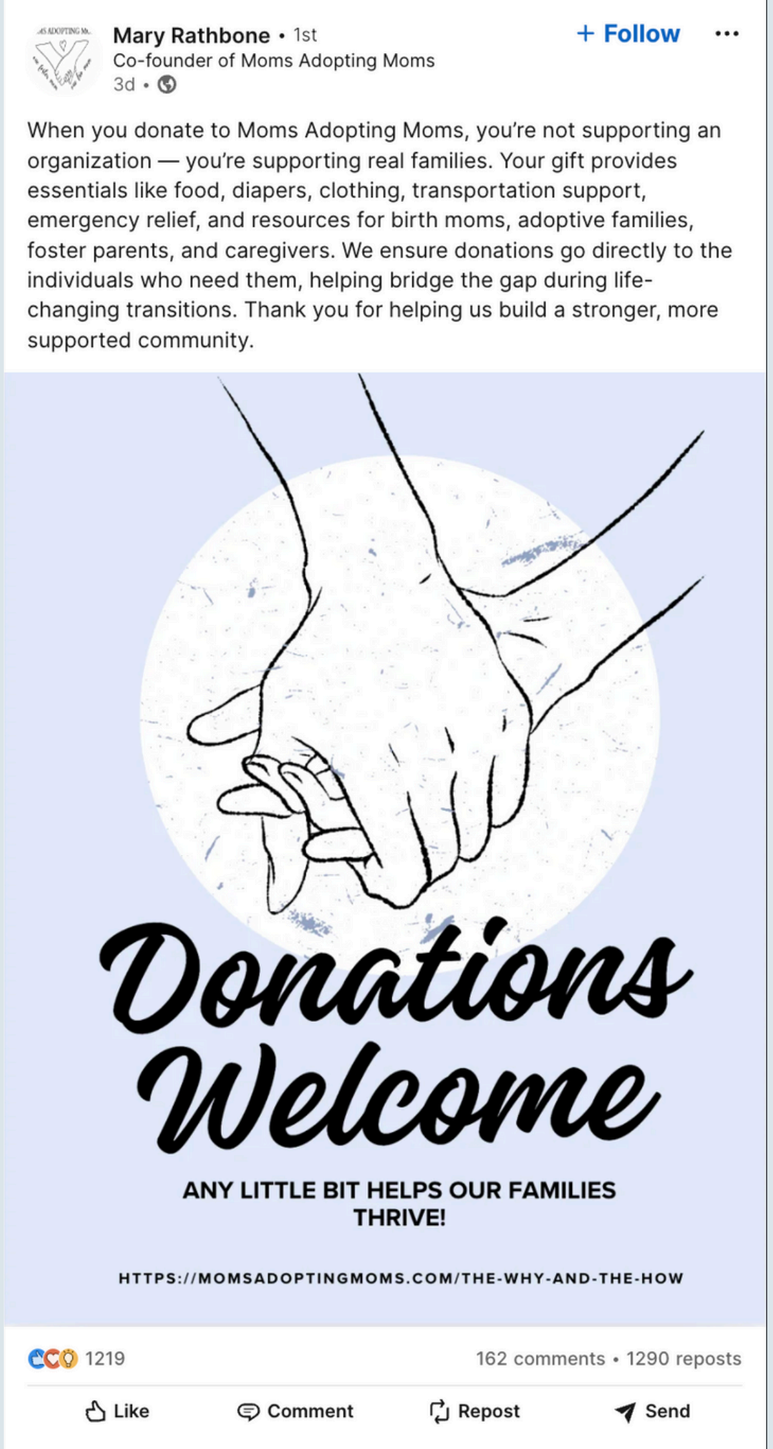
Our mission is rooted in one simple yet powerful belief: that every child deserves a stable, loving home and every parent working toward reunification deserves support, guidance, and hope.

Through our peer mentorship model, we connect mothers who have experienced the foster care system firsthand with biological moms currently working to reunite with their children. Together, they build relationships that foster trust, accountability, and encouragement through every step of the reunification journey — and beyond.

We're deeply grateful to everyone who joins us in this work — whether you're seeking help, offering your time and expertise, or simply learning about the power of community-driven support.

Thank you for standing with us.
Together, we're transforming challenges into opportunities and hope into action.

LinkedIn Post



Caption

When you donate to Moms Adopting Moms, you're not supporting an organization — you're supporting real families.

Your gift provides essentials like food, diapers, clothing, transportation support, emergency relief, and resources for birth moms, adoptive families, foster parents, and caregivers.

We ensure donations go directly to the individuals who need them, helping bridge the gap during life-changing transitions.

Thank you for helping us build a stronger, more supported community.

Creative Brief

Creative Brief

The Problem:

- Lack of consistent social media presence online
- Lack of donations

Target Audience:

- 18-50 year old women with children in the adoption system
- Older men and women that are capable of donating
- Women that have knowledge and expertise in the foster care/adoption system

The Objective:

- Create clear and consistent posts that align with donors and individuals who might like to get involved

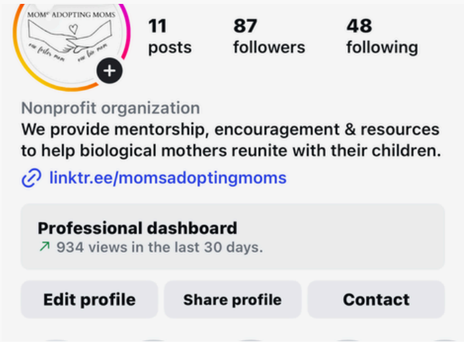
The Solution:

- Create content calendar with consistent posting
- Automate as much posting as possible

Measures of Success - KPIs

As more content is published it will be impoortant to track performance indicators in order to see which types of content work best for moms adopting moms:

Moniter the number of comments, likes, shares, and story views.



Track how many people are visiting the website directly from social media links.

Measure the amount of donations being received and see if they correlate to the social media posting schedule.

Recommendations for the Future

Percentage Nights

- Percentage Nights at local restaurants are a great way to boost a little bit of revenue while also fostering a great way for families to meet and interact with other families or with their mentor.

Continue a Regular Content Schedule

- Continuing a regular content schedule will maintain an online presence and allow for KPIs, donations, and benefiter of Moms Adopting Moms to grow.

Develop Consistent Storytelling and Impact Campaigns

- Sharing the success stories of Moms Adopting Moms is so important, not only to prove how beneficial the non-profit is, but also to increase donors.

Recommendation for another team in my class

Blog

- A blog discussing new updates, tips and tricks, and success stories to help build awareness for Moms Adopting Moms.

Integration of AI

- Implementing an AI-powered workflow, such as N8N, to streamline scheduling and automate content.

TikTok

- Integrating a TikTok platform that would also drive in donors and share more success stories.

Conclusion and Key Takeaways

By implementing different marketing strategies via various marketing vehicles, we plan to increase social media presence, consistency, and engagement for M.A.M. In turn, this will establish the organization’s legitimacy, credibility, and increse chances of reaching future donors. Implementing platforms to automate future marketing efforts builds a sustainable framework for continued growth and success. As a group, we thrived with this opportunity to get real experience with a business that has such an amazing impact. We will use the communication and planning in future endeavors.

Thank you

Annotated Bibliography

(Slide 4)

- Fine, T. (2025, June). Adoption & Child Welfare Services in the US industry analysis, 2025. IBISWorld Industry Reports. https://www.ibisworld.com/united-states/industry/adoption-child-welfare-services/1606/

-**This source discusses trends from a market research report on the Adoption & Child Welfare Services within the US. The Industry reached a market size of $30.5 billion in 2025.**

- USAFacts. (2025, July 24). How many kids are in foster care in the US? https://usafacts.org/articles/how-many-kids-are-in-foster-care/

-**This source discusses the US foster care system that is designed to provide temporary stable housing for children. Children age 1-4 are the most prevalent.**