PR FAQ

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Moms Adopting Moms Unveils a Unified Website and Brochure Designed to Better Support Families on the Path to Reunification

A refreshed communications system that makes it easier for biological mothers, foster families, and supporters to find help, share stories, and stay connected.

Moms Adopting Moms today announced the launch of a refreshed website and companion brochure designed to better serve families navigating foster care and reunification. Together, these updates create a consistent, approachable experience across both digital and print materials, ensuring that information is easy to understand and accessible for all audiences. The refreshed materials prioritize clarity, emotional warmth, and professionalism, helping biological mothers find assistance quickly while giving supporters a clear view of the organization's mission and impact.

Families working toward reunification often face confusing systems, dense information, and messaging that feels overwhelming or impersonal. Many biological mothers are balancing full time work, childcare, and recovery with limited time and resources. At the same time, nonprofit organizations must communicate credibility and transparency to supporters, donors, and professional partners. As Moms Adopting Moms grew, its website and brochure evolved separately, leading to inconsistencies in messaging, visuals, and usability that made information harder to navigate.

To address this, Moms Adopting Moms developed a unified communications refresh that aligns its website and

brochure under one cohesive look and voice. Content was streamlined, program information clarified, and visual storytelling emphasized to better reflect real family reunification journeys. Rather than introducing complex technology, the organization focused on refining existing tools and improving accessibility so that users can engage with the organization whether they are visiting the website or reading a printed brochure.

> "Our goal has always been to meet families where they are," said Mary, Founder and Executive Director of Moms Adopting Moms. "This refresh helps us communicate more clearly, more compassionately, and more consistently with the families we serve and the supporters who walk alongside them."

Families, volunteers, and supporters can explore programs, request assistance, or learn how to get involved through the Moms Adopting Moms website or by reviewing the organization's updated brochure, which will be available at community events and partner locations.

> "When everything feels overwhelming, having information that's clear and welcoming makes a real difference," said a participating biological mother. "It helped me understand my next steps without feeling judged."

To learn more about Moms Adopting Moms, access resources, or support family reunification efforts, visit https://momsadoptingmoms.com/.

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FAQ

Q: What was the goal of the Moms Adopting Moms website and brochure redesign?

A: The goal was to make information easier to find, easier to understand, and more consistent across digital and print materials. The redesign focused on clarity, accessibility, and professionalism while maintaining a warm and supportive tone.

Q: Why redesign both the website and brochure at the same time?

A: The website and brochure are often used together to introduce Moms Adopting Moms to families, supporters, and community partners. Redesigning both ensures consistent messaging, visuals, and tone regardless of how someone first encounters the organization.

Q: Who was the primary audience considered during the redesign?

A: The redesign considered three primary audiences: biological mothers seeking support, foster and adoptive families offering mentorship, and supporters such as donors and professionals. Design decisions balanced the needs of all three groups.

Q: Why was simplicity prioritized over advanced or custom technology?

A: Many users have limited time, limited technical experience, or rely on mobile devices. Prioritizing simplicity ensures that information remains accessible and that the site can be maintained long term by a small nonprofit team.

Q: How were design decisions informed?

A: Decisions were informed by direct feedback from the founder, observations of how users interact with the site, and best practices in nonprofit accessibility and communication.

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Q: Why was visual consistency emphasized across materials?
A: Consistency builds trust and helps users quickly recognize the organization. Aligning colors, fonts, and imagery across the website, brochure, and social media creates a more professional and cohesive presence.

Q: Why was the holding hands imagery retained?
A: The imagery represents the organization's core mission of connection and mutual support. Retaining it preserves brand recognition while allowing other elements to be modernized.

Q: Why were infographics incorporated into the redesign?
A: Infographics communicate complex information more quickly than text alone. They help users with different literacy levels understand programs and services at a glance.

Q: Why were forms left largely unchanged?
A: Existing forms serve a clear functional purpose and are already familiar to users. Preserving their structure reduces confusion and prevents disruptions to current workflows.

Q: How does the redesign improve accessibility for biological mothers?
A: The redesign reduces cognitive load by simplifying language, improving navigation, and ensuring that key actions such as requesting assistance are easy to find.

Q: How does the redesign support older supporters and donors?
A: Clear navigation, readable layouts, and straightforward donation options make the site usable for supporters who may be less comfortable with newer technologies.

Q: Why was a brochure still considered necessary in a digital redesign?
A: Many supporters and partners prefer printed materials at events, meetings, or community spaces. The brochure ensures that information remains accessible beyond digital platforms.

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Q: How does the brochure complement the website?

A: The brochure provides a concise overview of the organization and directs readers to the website for additional information and next steps.

Q: How does the redesign prepare Moms Adopting Moms for future technology?

A: By establishing a clear structure and consistent brand system, the redesign creates a foundation that future tools can build upon.

Q: How will the success of the redesign be evaluated?

A: Success will be measured through ease of use, clarity of communication, and feedback from users and supporters.

Q: What was the guiding principle behind all redesign decisions?

A: Every decision was guided by the question: Does this make it easier for families and supporters to engage with Moms Adopting Moms?

Q: Where can users learn more or provide feedback?

A: Users can learn more and provide feedback through the Moms Adopting Moms website: https://momsadoptingmoms.com/ and the community facebook channel.