
MAM
RESEARCH REPORT

01

MAM
RESALE STORE
& Boutique

MAM AT A GLANCE

A LITTLE ABOUT MAM

Story & Mission

MAM started over 40 years ago as a small community effort to help families in need, beginning with neighborhood garage sales. Over time, the organization grew into a professional nonprofit offering programs like financial assistance, job services, ESL classes, and immigration support. Its Resale Store became a key part of this growth, generating over \$2 million annually — about one-third of MAM's revenue — to fund services that help families achieve self-sufficiency and strengthen the community.

Since 1983, Memorial Assistance Ministries (MAM Houston) has embraced the calling to love our neighbors as ourselves by partnering with hardworking Houstonians to build stable lives and hope-filled futures.

What makes the store stand out

- Sales directly fund MAM's programs like financial aid, job services, ESL classes, and immigration support.
- Many high-quality donations come from wealthier areas of Houston.

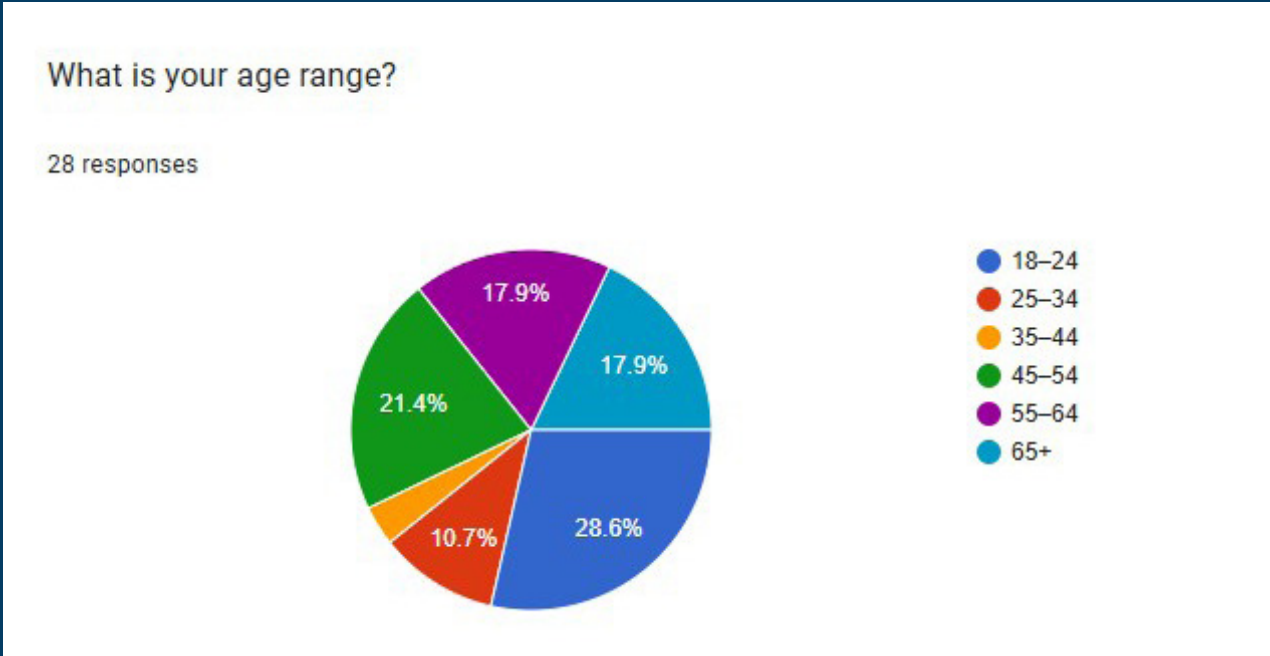
- There's a boutique section for designer and premium items.
- Volunteers and community members play a key role in keeping the store running.
- The store promotes eco-friendly shopping through reuse and recycling.

The store and MAM as a whole operate under a clear set of values

1. Dignity: Treating everyone with respect and compassion.
2. Self-Sufficiency: Helping people become financially and personally independent.
3. Community Connection: Strengthening neighborhoods through shared support.
4. Service: Offering meaningful help that makes a real difference.
5. Sustainability: Reusing items to reduce waste and promote conscious living.
6. Stewardship: Making the most out of donations and resources to maximize impact.

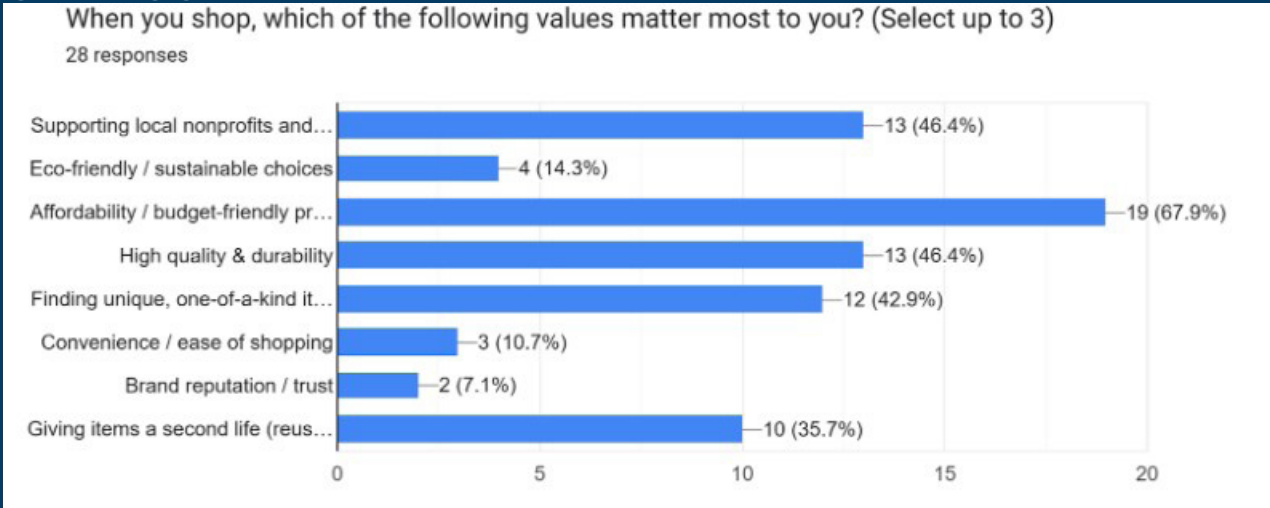
MAM AGE DEMOGRAPHIC

Fig. 1



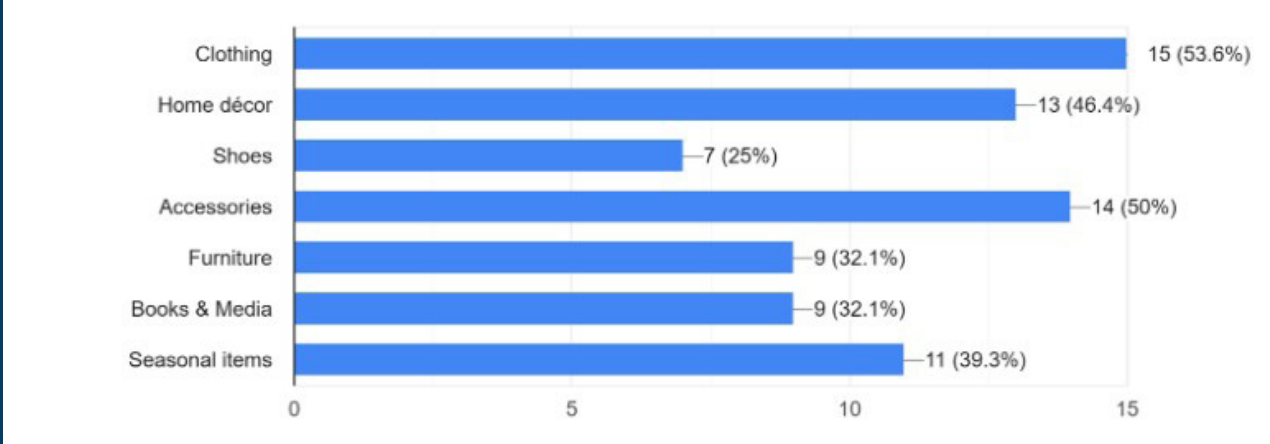
CUSTOMER VALUES

Fig. 2



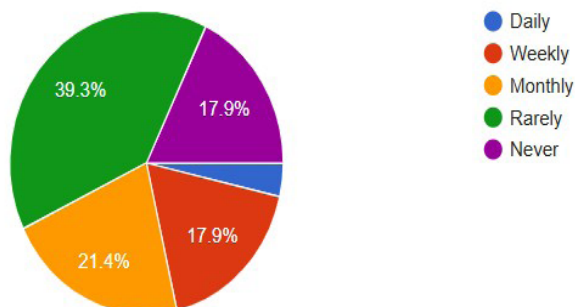
SOUGHT AFTER ITEMS

Fig. 3



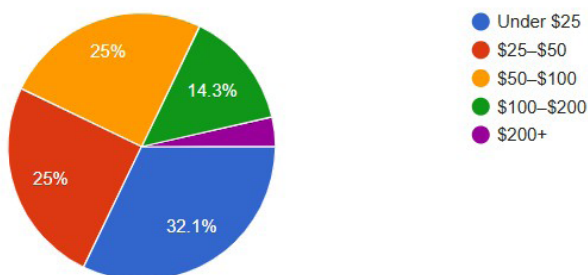
How often do you engage with businesses like MAM on social media?

28 responses



On average, how much do you typically spend per visit?

28 responses



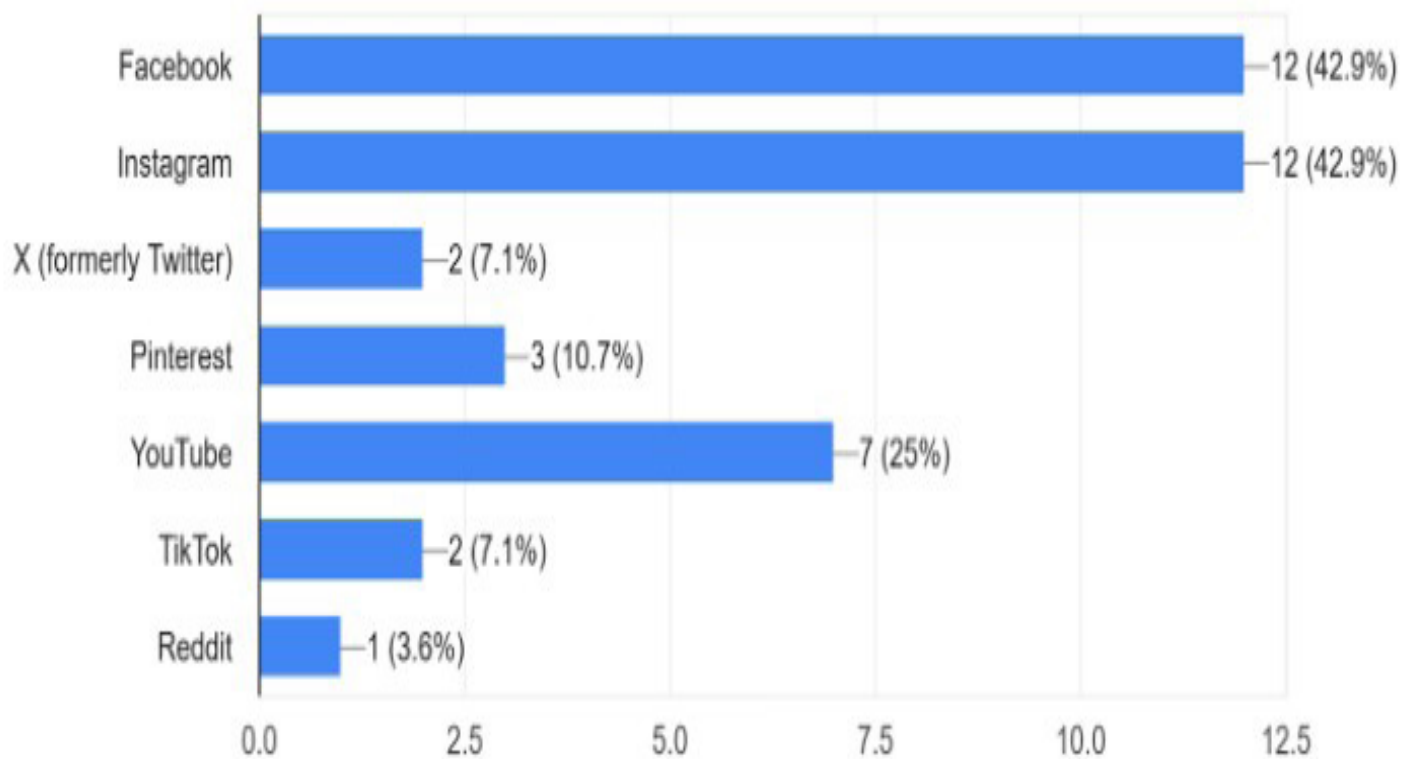
AUDIENCE RESEARCH

Products

MAM Resale Store and Boutique offers a wide range of thrifted and resale items for individuals and families. The store carries clothing for women, men, juniors, children, and activewear. In addition to apparel, the inventory includes furniture, home décor, wall art, and books. Shoppers can also find vintage designer bags, shoes, and toys. The variety of products makes the store a convenient destination for both everyday essentials and unique finds.

Which social media platforms do you use most often? (Select all that apply)

28 responses



Survey results were collected via Google Forms, analyzed, and categorized into personas representing segments of MAM's target audience. Customers who complete the survey will receive a coupon as an incentive.

In order to best understand MAM's target audience, customers will be offered a survey via an in-store QR code. The survey seeks to identify several key persona factors, including:

- Demographics
- Psychographics
- Shopping Habits
- Budget/Spending Habits
- Wants & Needs
- Pain Points
- Preferred Communication Methods
- Social Media Channels

Based on the survey results, the large majority of shoppers are women between the ages of 18-24 and 45-54 who come from

families with children and live within 10-20 miles of the store. The majority of shoppers made less than \$25,000 annually, though most other income groups follow close behind. The top trending occupations of respondents were housewives, retirees, and self-employed professionals, respectively.

Shoppers highly value affordability and good deals and often engage in creative and practical pursuits such as cooking, sewing, gardening, and crafting.

Shoppers typically visit MAM a few times a year, with many first-time shoppers also responding. Of these, most shoppers purchase clothing, accessories, and home decor. Most shoppers also responded that they shop for more than a single listed category.

Most shoppers typically spend under \$25 per visit, though it is noteworthy that many shoppers who responded this way visit MAM more frequently than higher spenders.

WEBSITE AUDIT

RESPONSIVENESS AND DESIGN

What works reasonably well

- The site clearly shows its mission, hours, and donation center info. Users immediately see what this place is about.
- Featured products are visible on the homepage ("Featured products") good for drawing people in.
- Navigation is broad: lots of categories (Women, Men, Kids, Designer, Juniors, Shoes, etc.), which helps users find product types.
- The layout seems reasonably mobile friendly (Shop in person, donation center etc). The images and text sliders are used.

Pain points/friction

- The "About Us" entry in the primary navigation seems to lead to a submenu (Donate, Shop Online, etc.) rather than directly to an "About Us" page. That means users have to search or scroll, which adds friction.
- The "New Gifts" category is not really used, so it can be removed to provide fewer options to the user.
- Only two payment methods are shown (PayPal and Venmo). While both are useful, many shoppers expect credit/debit cards, Apple Pay, Google Pay, etc. Lack of common payment options can lead to abandoned carts.
- Text hierarchy and consistency seem variable. Slideshow text placement changes per slide, making it harder to read on mobile devices.
- The footer is quite full: a bunch of navigation options, social icons, etc. That's normal, but there is a broken link. I saw the social media icon for TikTok leads to a 404 page, suggesting there is no link placed or the link has an error.

Technical / SEO

Major positive: the site includes many product categories, which helps with content depth. Having lots of product pages helps if properly managed. It's built on Shopify; that gives a reasonably solid foundation for things like mobile responsiveness, security, etc.

Issues/risk areas

If the "New Gifts" category is empty or under-populated, that could be thin content (bad for SEO).

Any broken links (social media, etc.) hurt user trust and may slightly impact SEO / usability.

The "About Us" being hard to reach from the primary navigation could reduce user engagement and dwell time, which are UX and SEO metrics.

For payment options being so few means fewer conversion options, possibly increasing cart abandonment.

WEBSITE AUDIT

CONTINUED

Right now, the site has a flat but cluttered menu (lots of categories at the top). For better user journeys, we want to:

- Reduce overwhelm
- Emphasize why people shop there (affordable, curated, nonprofit)
- Make key CTAs (shop, donate, visit, volunteer) very clear

Suggested Site architecture

- Top Navigation (Global Menu)
- Shop (mega-menu with sub-categories)
- Women
- Men
- Kids & Juniors
- Shoes & Accessories
- Housewares & Home
- Designer Finds (highlighted to attract attention)
- New Arrivals (always updated)
- Sale / Clearance

Donate

- How to donate items
- Donation Center & Hours
- What we accept

About MAM Resale

- Our Mission
- Impact Stories
- FAQs

Get Involved

- Volunteer Opportunities
- Events & Community

Visit Us

- Store Hours
- Location (with embedded map)
- Contact Us

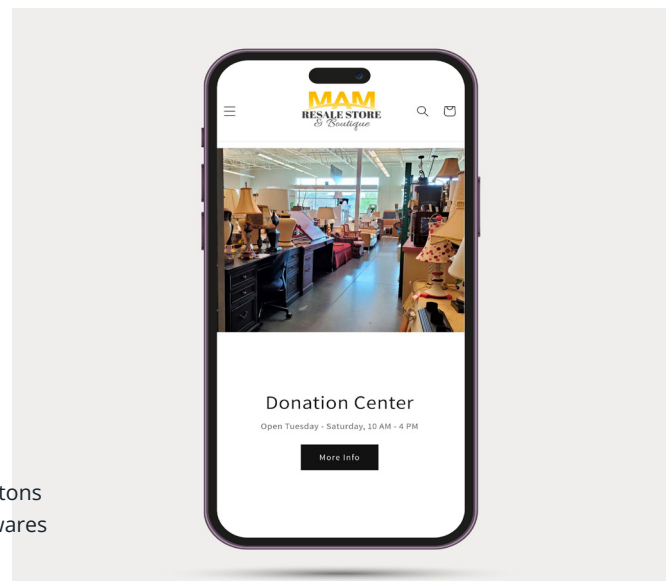
Cart/ Account/ Search (icons on top right)

Homepage Journey Improvements

- Hero Section: "Shop Resale. Support the community." with CTA buttons
- Category highlights: 4–5 tiles for Women, Men, Kids, Deals, Housewares
- New Arrivals carousel

- Mission statement strip with "Your purchases support Houston families"
- Trust signals: Customer testimonials, donation stats
- Footer: Quick links (Shop, Donate, Visit, Social Media, Newsletter sign-up)

This structure reduces friction: shoppers can either shop fast (direct to category or search) or learn about the cause without digging.



MAM

BRANDING AND MESSAGING



Logo

Always use the official MAM Resale Store logo the same way on all platforms.

Typography

Aeonis Pro Heavy
Bauer Bodoni Pro Black
Allura Script

Tagline

"Find more. **Do more**"

Effective because it encourages both exploration and action: shoppers are invited to discover "treasures" while simultaneously contributing to a greater purpose. Its clarity and rhythm make it memorable and versatile across audiences, highlighting the store as a place where shopping meets meaningful engagement.

Potential Taglines

"Yes MAM" - works well as a tagline because it is short, memorable, and immediately reinforces the organization's name. The use of "Yes" conveys positivity and affirmation, signaling an encouraging and supportive environment for shoppers, donors, and the community.

"Every purchase helps a person" - directly communicates the impact of shopping at MAM Resale, connecting each transaction to a real-life benefit for someone in need. This phrase clearly articulates the organization's mission while creating an emotional connection with customers, making them feel their actions have tangible value.

"Your donations change lives" - emphasizes the transformative effect of giving, appealing directly to donors and volunteers. It is straightforward, emotionally resonant, and reinforces trust by showing that contributions have a direct and positive impact.

Messaging Framework

Tone: Warm, Empowering, Hopeful,
Dignified, Inclusive

Voice: Conversational but respectful; caring; mission-oriented; avoid pity, emphasize opportunity, dignity, regionally grounded (Houston).

MAM's Value:

Mission-Driven Income — A large portion of resale revenue directly supports MAM's programs: help with rent, utilities, health, education, etc.

Curated, Affordable Finds — Wide selection, including boutique designer / name-brand in some locations, continuously refreshed merchandise.

Sustainability & Stewardship — Resale reduces waste; donations extend item life; stewardship of resources for greater good.

Community & Dignity — Shopping/donating/volunteering are ways people can tangibly

support neighbors; treating clients & donors with respect; preserving dignity.

Access & Reach — Two locations; varied hours; donation pickup (for large items); boutique store experiences as well as full resale store.

Value Propositions:

- Events / sales (boutique days, clearance, seasonal “treasure hunts”) • Loyalty / membership perks (e.g. “first peek” access to new donations in boutique)
- Storytelling via social media & in-store displays: Client stories, volunteer highlights, “impact stats” (how many families helped)
- Volunteer & donation programs that deepen engagement
- Hashtags and user community (e.g. #FoundItAtMAM, #YesMAM)
- Mailing / email promotions (special donor-shopper events)

What Makes MAM Unique: Resale is not just a store, it’s mission capital. The resale store supports wider programming that helps families directly.

- Boutique spaces for curated / designer items (elevated shopping) in the main location.
- Strong local Houston presence and trust.
- Transparent organization with high ratings (Charity Navigator, etc.)
- Eco-friendly / sustainable shopping + giving back.



MAM

STRATEGY AND MARKETING PLAN

To build brand recognition and community trust, MAM's messaging must remain unified across social, email, video, print, and web. While the final tagline choice will be made by MAM, all content should consistently express the store's mission, values, and impact.

Tagline Options (to be finalized by MAM):

"Yes MAM"

"Every purchase helps a person"

"Find more. Do more."

Messaging Framework (consistent regardless of tagline choice):

Tone: Warm, hopeful, inclusive, and empowering.

Voice: Conversational yet respectful; mission-focused without pity; emphasizes dignity, opportunity, and local community.

Core Themes:

Shopping with Purpose: Every resale purchase directly helps Houston families

Affordability & Treasure Hunting: MAM is a destination for affordable, curated finds, including boutique and designer items.

Community Impact: Resale revenue funds rent, utilities, education, and stability for local neighbors.

Sustainability: Resale extends the life of goods and reduces waste.

Application Across Platforms:

Social Media: Use the tagline in captions, graphics, and video endings; highlight treasure finds, community stories, and events.

Email: Feature the tagline in subject lines, headers, and footers; emphasize impact, seasonal promotions, and early access perks.

Website: Display tagline in homepage banners, event landing pages, shop and CTAs.

Print (flyers, posters, signage): Use tagline as the headline/subheadline; pair with visuals of impact and affordability.

Video (Reels, YouTube): End all videos with the tagline on screen; weave it into the storytelling of donors, volunteers, and families served.

Pre Sale Post

Social Media: Teasers of unique items (e.g., "Designer Week Finds"), countdown posts.

Email: "Save the Date" + early access for loyalty subscribers.

Web: Homepage banner promoting upcoming sale/drive.

Print: Flyers in-store and distributed at local partner sites (schools, churches).

Video: Quick Reels/TikToks with sneak peeks of curated items.

Live Sale Post

In-Store: Posters, banners, sponsor displays, volunteer highlights.

Social Media: Stories/Reels of "Today's best finds," live shopping moments, shopper testimonials.

Email: Same-day reminder: "It's happening now shop treasures that give back."

Video: Behind-the-scenes of volunteers sorting donations, sponsor shout-outs.

Web: Event landing page with clear CTAs (Shop Now, Donate, Volunteer).

Post Sale Post

Social Media: Impact stats (e.g., “This event helped 120 families”), sponsor thank-yous, repost customer photos.

Email: “Thank you for shopping/donating” + impact story.

Web: Blog recap with community highlights.

Print: In-store thank-you signage with sponsor logos.

Video: Recap highlight reel (“Look what we did together, Houston”).

Sponsor Visibility and Community Engagement

Logo Placement: Feature sponsor logos on all digital and print materials, including emails, flyers, newsletters, and event signage, to maximize exposure.

Social Spotlight Series: Create posts introducing sponsors, sharing their stories, products, or community contributions to build awareness and connection.

Branded In-Store Signage: Display sponsor branding at checkout areas, donation stations, and booths to create visible touchpoints for attendees.

Live Mentions & Engagement: Highlight sponsors during social media, in-store announcements, or on event videos to reinforce their presence.

Sponsor-Led Activities: Include raffles, giveaways, or a “Treasure Hunt” prize sponsored by partners to encourage interaction and engagement.

Thank-You Communications: Feature sponsors in post-event emails, social media shout-outs, and community posts to show appreciation.

Video Highlights: Capture sponsor involvement during events in recap videos to extend visibility and storytelling beyond the event.

Website Recognition: Maintain a sponsor page with logos, brief descriptions, and links to their websites or social media to provide ongoing recognition.

KPI's

Objective 1: Increase Brand Awareness

Obtain 100 unique website visitors to the MAM Resale Store page within the first 3 months.

Have the hashtag #YesMAM or #FoundItAtMAM used 200 times on Instagram and Facebook in the next 6 months.

Generate 1000 Google searches of “MAM Resale Store” or related keywords within 6 months.

Reach 500 Facebook and Instagram profile views monthly by the end of the first quarter.

Objective 2: Establish Engagement on Social Media

Gain at least 20 shares per post on average across Facebook and Instagram within 6 months.

Gain an average of 10 comments per post across Facebook and Instagram within 6 months.

Receive 15 positive reviews from local influencers, bloggers, or

community leaders within 9 months.

Achieve 75 user-generated posts on Instagram featuring MAM Resale Store finds (#FoundItAtMAM) by the end of the first year.

Objective 3: Drive Resale Store Sales

Generate 200 in-store purchases directly linked to digital promotions (social media, email, website) in the next 6 months.

Achieve 15 sales from Facebook-exclusive promotional codes within 6 months.

Acquire 50 new repeat shoppers (customers who visit at least twice) within the next year.

Increase average transaction value by 10% within 12 months.

MAM

SOCIAL MEDIA STRATEGY AND MARKETING

Social Media Audit Current Performance

MAM's Resale Store is active on Facebook and Instagram, with a linked Twitter (X) account that hasn't been updated in a while. Both Facebook and Instagram are used to share store news, sales, and community updates. The content is helpful but not very engaging, which means it doesn't always grab people's attention.

Branding and Visuals

The store's logo and colors look different on each platform. Some posts don't include the logo or use off-brand designs. Photo quality and style are inconsistent, which makes the pages look less professional.

Posting Frequency

Posts are irregular, with long breaks between updates. Twitter/X is inactive but still linked on the website, which can make the brand look outdated. A steady schedule (like 3–4 posts per week) would help the store stay visible.

Content and Engagement

Most posts focus on store info, promotions, or product photos. Posts rarely ask followers to comment or share. The store doesn't often reply to comments or messages. Facebook Live videos perform well and could be used more often to connect with followers.

Audience Insights

MAM's audience mainly includes local families and women between 25–45 years old who enjoy thrifting, affordable fashion, and supporting the community. Posts that feature real people such as staff, volunteers, or customers get more likes and comments. Followers care about the store's mission of helping families, but that message isn't always clear in posts. Community-focused stories and behind-the-scenes content get stronger reactions than simple product photos.

Content Effectiveness

MAM's social media pages show warmth and community spirit, but they need more variety and interaction to bring in more shoppers and donations.

What's Working

Facebook and Instagram are active and have a good local following. - Posts about people and community events get the best results.

Facebook Live is a great tool for real-time engagement. The store's mission gives plenty of storytelling opportunities.

What Needs Improvement

Inconsistent branding across all platforms. Too many template-style posts; not enough variety. Instagram growth is slow (over 2,800 posts but around 2,200 followers). - Very few videos, Reels, or interactive Stories. Hashtags, geotags, and calls-to-action are not used regularly. No clear tracking of engagement or post performance. Twitter/X should either be updated or removed from the website.

Instagram Strategy

Highlight unique thrift finds: Post photos, reels, or carousels that showcase items for sale, such as seasonal pieces, décor, or trending finds.

Bilingual captions: Include English and Spanish in the same post, or alternate slides in a carousel.

Reels and Stories: Share short clips of staff favorites, new arrivals, or store set-ups to create excitement.

Countdowns and urgency: Use Story countdown stickers for

upcoming sales or limited-time promotions.

Hashtags: Use a mix of thrift, sale, and bilingual tags (#ThriftFinds #OfertaEspecial #TesorosDeSegundaMano #ShopSecondhand).

Engagement: Post polls or Q&As in Stories to get followers involved and gather feedback.

Frequency: Post three to five times per week, and use Stories regularly to keep the audience engaged.

Facebook Strategy

Event creation: For any sale or store event, create a bilingual event page with all details and reminders.

Bilingual posts: Include both English and Spanish in the same post to make content accessible for everyone.

Community storytelling: Share how each purchase supports local families and programs at MAM.

Video content: Post short videos showing store highlights, staff picks, or sneak peeks of sale items.

Pinned posts: Keep important sale or event details at the top of the page.

Groups and engagement: Encourage followers to share posts, tag friends, and comment about their favorite finds.

Frequency: Post two to four times per week and increase activity before big sales.



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<https://new.express.adobe.com/publishedV2/urn:aaid:sc:US:a0d8e77e-2468-4e4f-aa36-03b3fb4e8d10?promoid=Y69S-GM5H&mv=other>

MAM

HASHTAG STRATEGY REPORT AND CONTENT CALENDAR

Purpose:

To increase visibility, engagement, and community connection by using consistent hashtags across social media.

Core Hashtag Categories

1. Brand Hashtags

Used in most posts for identity and discoverability.

#YesMAM
#FoundItAtMAM
#ShopToSupportFamilies
#MAMResaleStore
#MAMHouston

2. Mission & Community Hashtags

Highlight MAM's purpose and local impact.

#EveryPurchaseHelps
#ThriftForGood
#CommunityStrong
#HoustonGivesBack
#TogetherForHouston
#SustainablyHouston

3. Product & Shopping Hashtags

Used for resale and boutique posts.

#ThriftFinds #ThriftHaul #AffordableStyle
#VintageHouston #DesignerDeals
#ShopSecondhand #TreasureHunt

4. Bilingual Hashtags

Increase accessibility and connection.

#OfertaEspecial
#TesorosDeSegundaMano
#ComprasConProposito
#ComunidadMAM

5. Event & Seasonal Hashtags

Used for special sales and campaigns.

#MAMFallFinds #MAMSpringSale #ThriftmasAtMAM
#MAMTreasureHunt #ShopAndSupport #DonationDrive

Hashtag Use Guidelines

Instagram

number: 5-8

Placement: End of caption or first comment

Facebook

number: 3-5

Placement: End of post text

November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1 Impact Story 12:00 PM
2 Promo Post "Targeted towards younger demographic" 12:00 PM	3 Promo Post "Targeted towards older demographic" 6:30 PM	4	5	6	7	8 Community Update "Anniversary Celebration" 12:00 PM
9	10	11	12	13 Behind-the-scenes "Day in the life" 7:00 AM	14	15
16	17	18	19	20	21	22
23	24 Promotional Post "Reminder of upcoming sale" 8:30 AM	25	26	27 Holiday Post Promotional Post 12:00 PM	28	29

Monthly Content Calendar

Content Type

- ☐ Promotional Post
- ☐ Community Update
- ☐ New Product Feature
- ☐ Holiday Post
- ☐ Impact Story
- ☐ Behind-the-Scenes
- ☐ Donor Appreciation

Platform

- Facebook
- Both
- Instagram

Hashtags

#VesMAM #founditMAM #togetherhouston
#ofertoospecial #vintagehouston #thirftforgood

December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3 Promotional Post "Share the Joy" 8:00 AM	4	5	6 Impact Story "How a MAM purchase effected someone" 12:00 PM
7	8	9	10	11 Community Update "Reminder of Holiday Hours 7:00 AM	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Holiday Post "Merry Thriftmas" 7:00 AM	26	27 Promotional Post "New Year, New Closet" 12:00 PM
28	29	30	31 Donor Appreciation 7:00 AM	1	2	3

Monthly Content Calendar

Content Type

- ☐ Promotional Post
- ☐ Community Update
- ☐ New Product Feature
- ☐ Holiday Post
- ☐ Impact Story
- ☐ Behind-the-Scenes
- ☐ Donor Appreciation

Platform

- Facebook
- Both
- Instagram

Hashtags

#VesMAM #thriftmasatMAM #MAMtreasurehunt
#donationdrive #communitystrong #MAMresalestore

MAM

PRINT AND EMAIL STRATEGY & MARKETING

Print Strategy

1. Flyers

Best for: Promoting seasonal sales, donation drives, and special events.

Where to use: Local coffee shops, community centers, and partner churches.

Why: Flyers are affordable, easy to distribute, and help attract both shoppers and donors.

2. Postcards

Best for: Mailing to repeat customers or handing out at the store.

Why: They're a great way to announce upcoming sales or new inventory arrivals with a personal touch.

Tip: Include a coupon or discount code to encourage return visits.

3. Newspaper Ads

Best for: Reaching local shoppers who may not follow MAM online.

Why: They help increase visibility in the community and bring in new customers during big sale events

Email Strategy

Email Marketing Campaign

Event Email Notification

Thank You Email

Automation Strategy

Objective:

Build direct communication with customers and supporters

through Mailchimp to increase engagement, event participation, and sales.

Tasks:

a) Email Marketing Campaign

Special Promotions/Events:

- Use Mailchimp to create and send eye-catching emails for upcoming sales, donation drives, and community events. Include clear calls-to-action like Shop Now, Donate Today, or Join Us.

Personalized Customer Outreach:

- Segment your contact list (for example, donors, volunteers, and shoppers) to send personalized messages in English and Spanish. Mailchimp allows you to add first names and customize content based on interests or engagement level.

b) Automation Strategy

Tool: Mailchimp (free and easy to use for basic automation).

Frequency:

- Biweekly newsletters with updates, featured items, and community impact stories.
- Special campaign emails sent 1 week before an event, with 1 reminder 2–3 days prior.
- Automated welcome email for new subscribers and donors.
- Thank-you email automatically sent after donations or event participation.
- Re-engagement emails every 2–3 months for inactive subscribers.

DONATIONS NEEDED

THRIFT DONATION DRIVE

HELP US MAKE A DIFFERENCE

By donating items to MAM's resale stores, you help raise funds to provide holistic economic mobility services to vulnerable families in Houston.

Accepting clothing, home furnishings*, electronics, household items, toys, books, and more.

**Furnishings are only accepted at the Spring Branch location.*



DONATION DROP-OFF

SPRING BRANCH

1625 Blalock Road, Houston, TX 77080
(713) 491-4330

Tuesday-Saturday, 10 AM-4PM

HEIGHTS

1015 E. 11th Street, Houston, TX 77009
(713) 714-5824

Tuesday-Saturday, 10 AM-3PM



WWW.MAMHOUSTON.ORG

MAM POST EXAMPLES





<https://new.express.adobe.com/id/urn:aaid:sc:US:a12c867a-c656-426b-835f-8256cb924e9f?category=yourStuff&tab=Projects&learn=creative-exercises>



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