

Storytelling

WITH EVERY MOTHER COUNTS



CASE STUDY: DIGITAL MEDIA & STRATEGY

CLIENT

Every Mother Counts is a nonprofit organization focused on ensuring safe, equitable, respectful maternity care for every mother everywhere. EMC was founded by Christy Turlington Burns after she experienced a childbirth complication. After learning that hundreds of thousands of women die preventable deaths every year, Christy dedicated herself to advocating for change. Since then, EMC has invested tens of millions of dollars to advance solutions and policies to transform global maternal health and save mothers' lives.

PROJECT

I developed a year-long digital campaign to celebrate EMC's 15th anniversary. This campaign, [#15ForEveryMom](#), integrated the launch of EMC's Endurance Fund, Mother's Day, a new website launch, and other key moments. I built the framework for the campaign: developing messaging, building a monthly calendar, integrating fundraising moments, and creating the campaign landing page that was updated every month with new content.

Once the strategy and plan for the anniversary campaign were built, I implemented them over the next 12 months. This included creating social media content, emails, visual branding, and fundraising support to support the monthly [#15ForEveryMom](#) themes.

From highlighting Every Mother Counts' history of filmmaking and work on U.S. policy to their grantmaking in Latin America and the Caribbean and their Team EMC marathoners, this work told the story of their 15 years of impact.