



Master's Touch

RECREATIONAL RIDING

Social Circle, GA

JACQUELINE BELCHER
ADPR 5920 — FALL 2021

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About Master's Touch

At Master's Touch, we are more than just a riding facility. We create our programs and activities to specifically meet the needs of our riders, regardless of age or riding skill and ability. Be it the need to improve the rider's motor skills, socialization skills, or communication skills, we have qualified trainers and horses to help make that happen. You see, we believe that the horse plays a significant role in our programs. Our horses are used as tools to assist students in developing their motor and sensory skills. The connection that our trainers are able to make with the students by using the horses is remarkable. We have seen nonverbal students speak and students that shy away from physical touch reach out to the horses and embrace them. We invite you to come and see what Master's Touch is all about and explore all of the programs and services that we have available for our students.



History

Opened in 2017, Master's Touch Recreational Riding programs were developed to meet specific and unique needs in Social Circle. At the beginning of the program, there were few options for services. Today the facility boasts over 16 horses and 13 different services and programs to choose from.



Contact Us



(770) 672-5759



Master's Touch Recreational Riding



masterstouchrec



Visit Us

2794 McGarity Road Social Circle,
Georgia 30025
www.masterstouchriding.com

Services

- Honey, I Shrank the Farm
 - A tour around our mini-farm
- Field Trips
 - Catered to meet individual schools needs



- Drill Team
 - Performing choreographed routines to music while on horseback.

- Recreational Driving
 - Allows clients to experience the control of a horse from inside a cart
- Core Power
 - A group workout session taught by a certified fitness instructor
- Silver Spurs
 - A riding program dedicated to 65-year-olds, and up





- Small Spurs
 - For children under 5
- Recreational Riding
 - For children and adults with physical, mental or emotional disabilities
- Private Western Lesson
 - Teaches beginner to intermediate western horseback riding skills
- Vaulting
 - Commonly referred to as gymnastics on a horse

- Private English Riding Lessons
 - Teaches beginner to intermediate English riding skills
- Group Western Lessons
 - Teaches intermediate western riding skills in a group setting



- Group English Riding Lessons
 - Teaches intermediate English riding skills in a group setting

Staff



Makayla Parr is the Founder and Program Director of Master's Touch Recreational Riding. Makayla is an accomplished equestrian having competed throughout high school and college at the National and Collegiate level. It was a lifelong dream of hers to open a therapeutic riding facility. She returned to her hometown, after college, to do just that. She focuses on providing therapeutic activities for children and adults with mental and physical disabilities through various horse-related activities.

Faith Henning is one of the instructors at Master's Touch Recreational Riding and with over 11 years of experience training students, she is an integral part of the program. She has experience in several different disciplines. She is currently focusing on hunt seat at Master's Touch.





Molly Edwards is the vaulting coach at Master's Touch Recreational Riding. The equestrian sport of vaulting is best described as gymnastics on horseback. Molly has competed in the sport for many years and accumulated many championships to her credit.

Jenny Ley is an instructor at Master's Touch Recreational Riding and also holds a degree in early childhood education. She has been training students and showing horses for over 30 years. With that said, her combined experience in the horse industry and education background gives her a unique perspective on working with younger riding students and only adds to the strength of the program.



Board Members

Holly Belcher is a long-time resident of Social Circle and has over 25 years of experience in the horse industry making her a valued member of the Board when important decisions need to be made regarding the running of the program.

Teri Justice is a retired special education teacher which provides her insight on the programs that Master's Touch has developed specifically for children and adults with mental and physical disabilities.



Marcus Crowe is currently a paramedic and was formally a teacher of Healthcare Sciences at Morgan County High School. He grew up on a farm and is passionate about growing the Master's Touch program.

Katelyn Boyd is the wife of a local pastor in Social Circle, Assistant Director for Walton County Christian Learning Center, and has a huge love of service and ministry in the community. Her connection through her various ministries and service projects allows her to have her finger on the pulse of the community and see what the needs truly are.

Volunteers

An essential part of the Master's Touch program, volunteers are relied upon daily. They are called upon for various tasks around the farm.



Tasks around the farm include the feeding and care of animals, assisting with riding lessons, farm maintenance and assisting with the various large scaled events that are held at the farm throughout the year.



Target Audience

Parents of Students with Disabilities

- Parents of Males and Females of all ages with physical, mental and emotional disabilities
- Interested in their children learning the care and maintenance of horses, basic riding and sensory activities
- Interested in their children improving brain development, sensory stimulation and motor skills
- Reside in a 15-mile radius of the facility
- Median household income of \$50,000
- Primary language: English

Parents of Students without Disabilities

- Parents of Males and Females under the age of 18
- Interested in their children learning the care and maintenance of horses, basic riding and sensory activities
- Reside in a 15-mile radius of the facility
- Median household income of \$50,000
- Primary language: English

Adult Students

- Males and females over the age of 18
- Interested in learning the care and maintenance of horses, basic riding and sensory activities
- Interested in improving brain development, sensory stimulation and motor skills
- Interested in physical exercise along with improving balance, coordination and memory
- Reside in a 15-mile radius of the facility
- Median household income of \$50,000
- Primary language: English

Volunteers

- Males and Females ages 12 and older
- Reside within a 15-mile radius of the facility
- Reliable transportation available
- Primary language: English
- Interested in assisting with the care and maintenance of horses, assisting with lessons, farm maintenance and assisting with the various large-scale events held at the facility throughout the year.

Audience Persona



Photo by Daniil Kuželez on Unsplash

Parents of Students with Disabilities

Susan is a 45-year-old mother of 3. Her oldest child Sam is Autistic and non-verbal. She is a stay-at-home mom. Susan is very involved with her church and children's school. The most important aspect of any activity that Susan's son Sam is involved in is that great care is given to see that Sam is comfortable, he is not stressed, and his needs are met. She is very tech-savvy and uses social media and apps on her phone daily.

Parent of Students without Disability

Mark is a 40-year-old single father of one 7-year-old daughter Eliza. He works full-time and has full custody of his daughter. Mark and Eliza attend a local church together and participate in Girl Scouts. Mark and Eliza enjoy participating in challenging new activities together, but due to work and school schedules, any activity must be later in the evening or on the weekend. Mark prefers Facebook over other social media platforms and although he views it daily, he rarely interacts with posts.

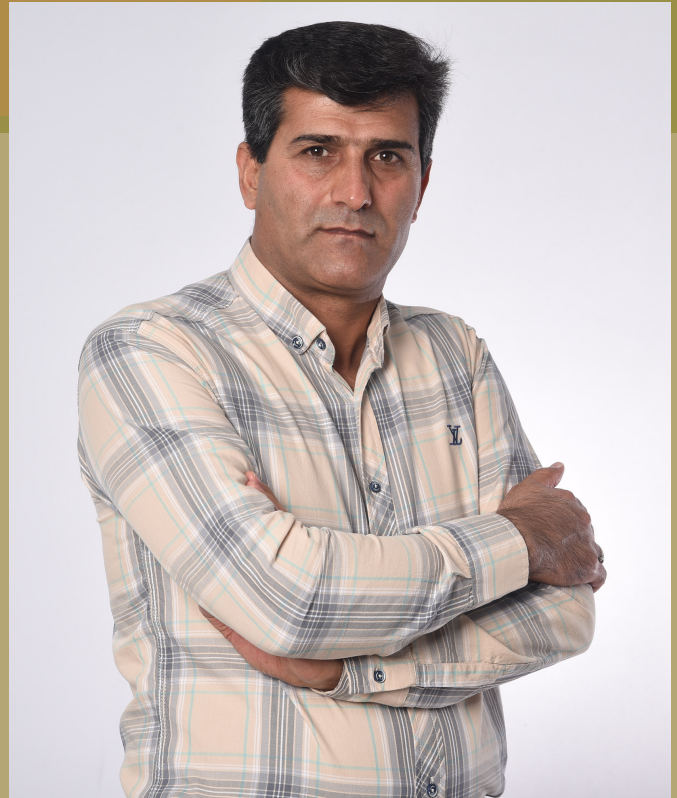


Photo by Amir Mohammad Jafari on Unsplash

Adult Students

Mary is a 70-year-old widowed retired school teacher. She rode horses when she was younger, but stopped riding when she got married. She enjoys outdoor activities in her free time. She is very involved with her single seniors group and travels frequently. She has only recently learned how to use her cell phone and use Facebook and she still prefers to receive weekly newsletters via email.



Photo by Nickolas Nikolic on Unsplash

Volunteer



Photo by Clarisse Meyer on Unsplash

Bekah is 19 years old and volunteers on a full-time basis as the facility's social media intern. She goes to college online and spends most of her days at the farm. She enjoys outings with her church college group and spending time with her friends. She plans on

continuing working with horses after she completes her college degree. She is a typical 19 year and has accounts on most of the popular social media platforms.



Strenghts

- Diverse programs
- Family values
- Niche market

Weaknesses

- Location
- No covered arena
- Inconsistent uploading on social media

Opportunities

- Local partnerships
- Events
- Volunteer appreciation

Threats

- Other special needs riding facilities in the area
- Older horses
- New horse prices

Strengths

Diverse Programs

Master's Touch offers a wide range of programs. This allows clients to have many different options. With over 15 options Master's Touch offers something different for everyone.

Family Values

Master's Touch has deep, Christian family values that creates a sense of a safe place that many families feel comfortable in.

Niche Market

With a unique business structure, Master's Touch corners the market for therapeutic riding in the area.

Weaknesses

Location

The location of Master's Touch is not ideal since it is far from a main, well-traveled road.

No Covered Arena

The lack of a covered arena means that if inclement weather happens Master's Touch must cancel all lessons and programs for that day.

Inconsistent Uploading on Social Media

Social media is a vital tool for a company. An inconsistent posting schedule leads to a lack of interaction and engagement. This lack of engagement can lead to a decrease in new clients.

Opportunities

Local Partnerships

Being located in a small town with locally owned small businesses, Master's Touch has the opportunity to partner with these family-owned businesses. Master's Touch also has the opportunity to partner with many of the local churches due to their Christian values.

Events

Master's Touch has the means to host large-scale events. These events are an opportunity to bring in new clients.

Volunteer Appreciation

By showing current volunteers appreciation, Master's Touch has the opportunity to encourage new people to join as volunteers.

Threats

Other Special Needs Riding Facilities in the Area

Within the area, there is the potential for other therapeutic riding facilities to be built.

Older Horses

Many of Master's Touch's horses are older which has the potential to become an issue. Older horses are more likely to injure themselves and they are more costly due to supplements, veterinary visits and specialty grains.

New Horse Prices

Since many of Master's Touch's horses are older they require new horses. However, new horses can be very expensive which can be a problem for nonprofits.



Deliverables

Item Descriptions

Press Release

A Press Release is a key to creating content to be presented to individuals that will be communicating with larger audiences. Our Fall Farm Fun Day press release is vital to accurately and adequately provide the information necessary for journalists and influencers, among others, to create content.

Media List

In order to ensure that the right audience, parents of students with disabilities, parents of students without disabilities, adult students and volunteers, are reached, the correct media outlets need to be contacted.

Pitch

A pitch is an essential part of communicating to content creators. The pitch is used as a means to provide the content creators with an overview of the program so they have a general understanding of all matters and can begin creating content.

Social Media Plan

In today's highly digital and mobile world, a detailed and comprehensive social media plan is a necessity. A social media plan is developed to attract consumers, as statistics show that social media greatly influences a consumer's purchases.

Blog

A well-written blog can be a very useful tool in providing consumers with a way to connect with the company. A blog provides a company with an informal platform to reach its target audience.

Press Release



FOR IMMEDIATE RELEASE

Jacqueline Belcher
(678) 749-0587
jacqueline.belcher@uga.edu

Master's Touch second annual fall event

SOCIAL CIRCLE (Ga.), Oct. 11, 2021 – On Oct. 23, 2021, Master's Touch Recreational Riding will host their second annual Fall Farm Fun Day. Activities include hayrides, a petting zoo, games, crafts, and a riding demonstration. The day will close out with a vaulting demonstration from current vaulting students at Master's Touch. Pony rides are available for an additional fee. Johnny's Pizza and Kona Ice will be available for purchase.

Master's Touch will begin their activities at 12 p.m. and will end at 4 p.m. Those interested in skipping the line, can purchase their tickets for \$5 on the Master's Touch website or purchase their ticket at the gate.

Master's Touch had a great turn out at last year's Fall Farm Fun Day with over 250 people of all ages coming to the event. This year, as Master's Touch tries out their new format, they expect more visitors at the event.

"We are so delighted to open our facility to the public and have them join in on some fall fun," said Makayla Parr, founder and program director of Master's Touch. "Providing an inclusive environment where all different types of people are welcome is what Master's Touch is all about."

To learn more about the event and to order your tickets click [here](#).

About Master's Touch:

Master's Touch is a nonprofit organization that focuses on the benefit of equine-assisted programs for the development of many vital skills. Master's Touch utilizes the restorative and therapeutic benefits of animals to help those seeking healing. Master's Touch achieves these things through many different mediums. To find the service that's right for you check out our main [website](#). Follow us on [Facebook](#) for daily updates. For pictures of life on the farm visit our [Instagram](#).

###

Media List

Traditional

Outlet	Contact	Title	Email	Phone	Social	Category
Rockdale Citizen	Alice Queen	Editor	alice.queene@rockdalecitizen.com	770-483-7108 ext. 226	@citizen_alice	Local News
Walton Tribune	Stephen Milligan	News Editor	stephen.milligane@waltontribune.com	770-267-2604		Local News
The Covington News	Tom Spigolon	News Editor	tspigolone@covnews.com	770-728-1401		Business

Digital

Instagram	Stephanie Wittry	Blogger	stephanie@stephaniewittry.com	770-312-6483	@stephaniewittry	Farm & Family Life
Instagram	Killian Mullen	Influencer	klm44937@uga.edu		@killianmullenn	College Life

Traditional

Alice Queen

Alice Queen from the Rockdale Citizen is a great candidate to be pitched to because she reports on local news. Master's Touch is a local organization therefore, the likelihood of Queen picking up this story is high. Queen has written articles with titles such as "Friend's husband is a bull in her china shop" and "Distanced family visit causes heartache." These articles have all been very local stories and Master's Touch falls into the local range for Queen.

Stephen Milligan

Stephen Milligan from the Walton Tribune has written many stories on the Social Circle area including stories such as, "Social Circle 42, Greene County 19: SC secures 2nd straight playoff spot" and "An honor that's long overdue" which was a story based on a Social Circle civil rights activist. Master's Touch is in Social Circle which is within Milligan's typical reporting range.

Tom Spigolon

Tom Spigolon from The Covington News has many locally based stories about businesses and animals. Spigolon's stories include "Therapy dog helps Covington 911 Center dispatchers cope with stressful work" and "Covington tree to adorn VP's residence in D.C. for Christmas." Master's Touch's event is both local news, business-related and animal-based which falls in step with Spigolon's typical reporting style.

Digital

Stephanie Wittry

Stephanie Wittry is a local photographer and horse owner. She recently overhauled her social media accounts to represent more of a lifestyle account to highlight her family, small hobby farm and her photography. Master's Touch is a family-oriented organization that closely aligns with Wittry's values. Wittry currently owns a horse from Master's Touch which deepens her ties to the organization.

Killian Mullen

Killian Mullen is a University of Georgia athlete on the equestrian team. Her ties and knowledge of the horse industry, as well as her large following on her various social media accounts, makes her a great candidate to create social media posts and communicate with her various followers regarding all of the events and services offered by Master's Touch.

Email Pitch

To: stephen.milligan@waltontribune.com

Cc: n/a

Subject: Master's Touch Event Story Pitch

From: jacqueline.belcher@uga.edu

Good afternoon,

I'm reaching out to you to pitch a story about Master's Touch Recreational Riding and an event they will be hosting.

Master's Touch Recreational Riding, located off McGarity road in Social Circle, is hosting their second annual Fall Farm Fun Day. Tickets are only \$5 with Kona Ice, Johnny's Pizza, and pony rides being an additional fee.

There will also be picture opportunities in our mini animal petting zoo. As well as a riding demonstration from Master's Touch students.

If you are interested, I would like to offer you an interview with the owner and director of Master's Touch, Makayla Parr. We would love to have you at our event.

Feel free to reach out with any questions. I can't wait to hear back from you.

Thank you,

Jacqueline Belcher, Public Relations

Grady College of Journalism & Mass Communication | *Student*

jacqueline.belcher@uga.edu



**UNIVERSITY OF
GEORGIA**

Direct Message Pitch

To: Stephanie Wittry

Hey there, I'm reaching out to you about an event at Master's Touch Recreational Riding that you and your family may be interested in. We will have tons of photo opportunities and pony rides for your daughter. There will also be food from Johnny's Pizza and snow cones from Kona Ice. We'd love to have you there. If you have any questions, feel free to message me. Can't wait to hear back from you!

A photograph of a bright yellow building with blue trim around the windows and doors. A red metal gate is partially open in the foreground. A white, fluffy dog is lying on a bed of brown wood chips in front of the gate. In the background, another dog is visible near a blue picnic table. The text "Social Media Plan" is overlaid in a black serif font on a semi-transparent green rectangular background.

Social Media Plan

Facebook


Facebook is a valuable tool to the brand because of the preexisting following base of 1,300 thousand by utilizing all elements of Facebook, such as event posts, consistent posting, interacting with followers and the story feature. Facebook and Instagram are easily integrated making posts on both platforms a simple click. Those that constantly use Facebook are an older, more mature crowd. These users are typically the parents of potential new clients or those with young children looking for entertainment. Facebook can be a beneficial tool to Master's Touch because of its many tools and different audiences.




Facebook


Post One - Event Post





Pumpkins and Ponies
2794 McGarity Road Social Circle, Georgia 3...

 **Masters Touch-Project** invited you

 Event by **Masters Touch-Project**

 2794 McGarity Road Social Circle, Georgia 30025

 Private · Only people who are invited

What To Expect

Join us for our fall drill team and vaulting performance. Admission is free, but be sure to purchase a dinner plate and stick around after the show!

Post Two - Multiple Picture Post



Masters Touch-Project is at Master's Touch Recreational Riding.

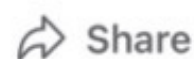
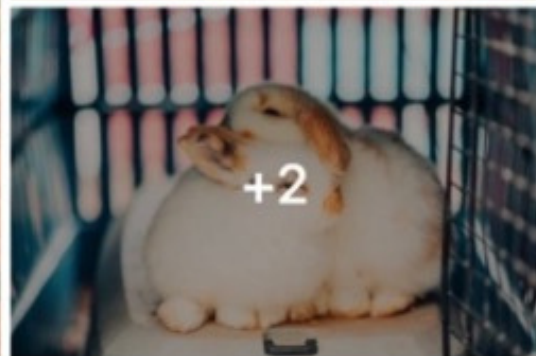
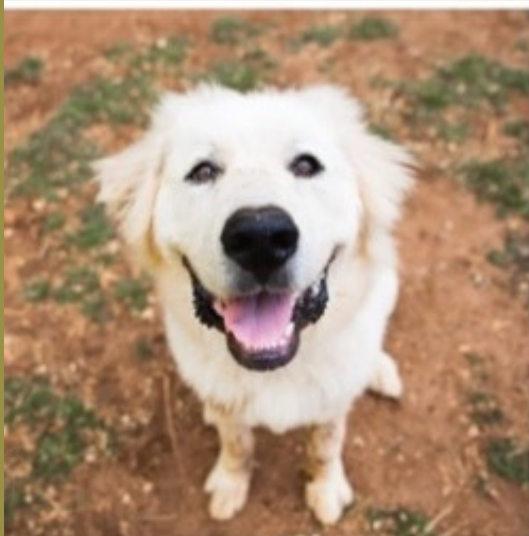
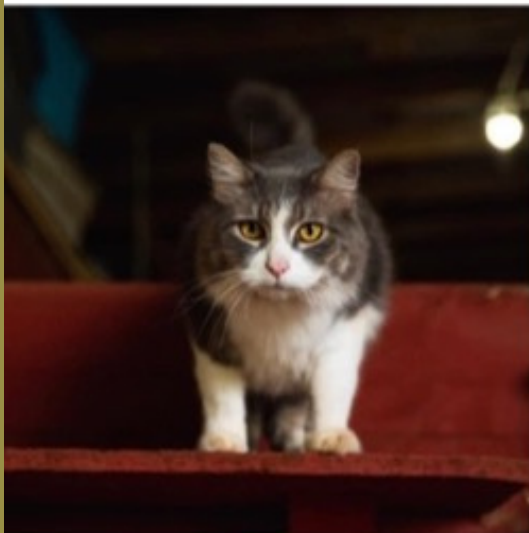


1h · 👤

We love all of our beautiful animals! You have the chance to meet them. All you have to do is book an appointment with us or come out to one of our many events coming up.

Check out our website to view our calendar or book your lesson.

See you soon!



Post Three - Story Post



WE LOVED
SEEING
EVERYONE AT
KINGDOM FEST!

KEEP YOUR EYES
PEELED FOR OUR
NEXT FUN EVENT!



SWIPE UP TO KEEP TRACK OF ALL OUR
EVENTS

Facebook Reasoning

Post One - Event Post

The first post utilizes the event feature of Facebook. The feature allows users to mark if they are going or are interested in going. By making these posts about the events far enough in advance, possibly a month in advance, the company will be able to gauge the interest in the event and direct users to the main website where other events and services can be found. The benefit of using this feature is so that events can be better promoted.

Post Two - Multiple Picture Post

The second post utilizes multiple pictures that are attention-grabbing to users. By listing a question in the caption users are more likely to interact with the post. These posts are beneficial because they highlight the different aspects of the company.

Post Three - Story Post

The third post utilizes the Facebook story features. This feature can be used to direct users to the main page in which they can gain more information. Story posts are beneficial because they can increase engagement with the main page and serve as reminders for other posts.

Instagram

Instagram is a valuable platform to use due to the many tools it offers. Instagram offers users story posts, video and picture posts, posts with multiple pictures, Instagram TV, and Instagram Reels. Many users on Instagram are younger and are potential new clients. By utilizing a consistent posting schedule and engaging captions and stories Instagram can be a vital tool to show the company and bring in new clients.

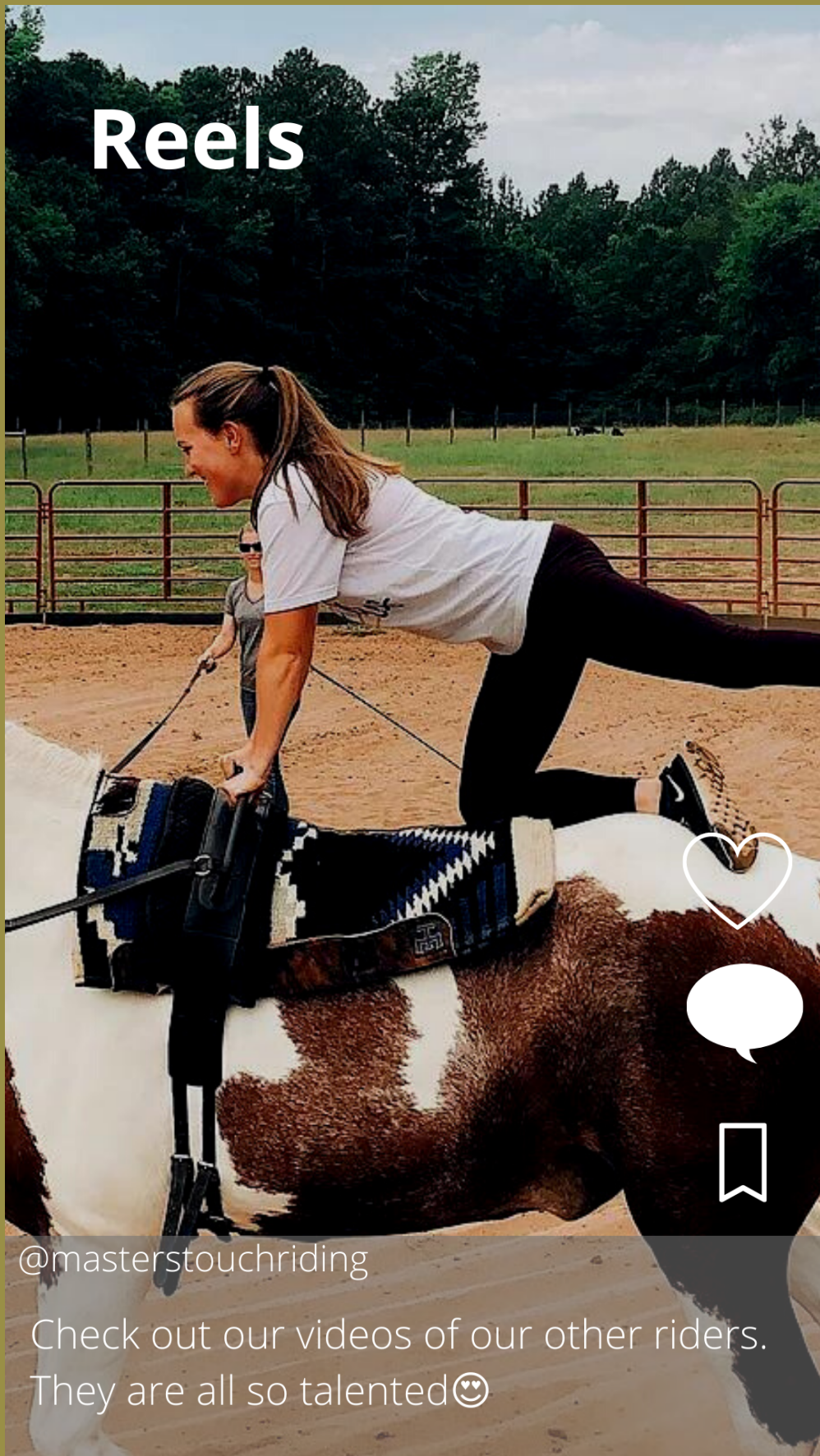
Instagram

Post One - Story



Post Two - Reels

Reels



@masterstouchriding

Check out our videos of our other riders.
They are all so talented 😊

Post Three - Carousel Post

 **masterstouch.prproject**
Master's Touch Recreational Riding




Get involved




Volunteer opportunities are available!





   

masterstouch.prproject We love our volunteers! There's so many opportunities to get involved around the farm. We... more

 **masterstouch.prproject**
Master's Touch Recreational Riding



The best way to give back is to get involved.

masterstouch.prproject We love our volunteers! There's so many opportunities to get involved around the farm. We... more
3 seconds ago

Instagram Reasoning

Post One - Story

Post one utilizes Instagram's story feature. The story is an interactive one that users can post on their own pages. These reposts can direct other users to the company's page in a form of earned media.

Post Two - Reels

Instagram Reels is a newer feature on the platform. It is a vital tool to utilize as it can highlight many of the companies unique aspects. By showing followers the different services that are offered it in can garner attention. This attention can potentially bring in new customers.

Post Three - Carousel Post

Post three utilizes Instagram's multiple picture post. By creating a post that connects a picture over both slides, a scrolling post, it encourages users to scroll over both pictures. Due to Instagram's algorithm, this type of post allows the pictures to show up multiple time in users feeds. By asking a question in the caption it encourages users to interact with the post by commenting.

Twitter

Twitter has many different audiences and tools to be utilized. By creating engaging tweets, by using questions and polls, users are more likely to interact with the content. As users interact with the content they can be directed to the website and other social media pages where even more information can be found.

Twitter

Post One - Poll

← **Tweet**

 **masterstouch.prproject** @masterstouchpr

If it's a beautiful day outside, which ride would you choose? If you like both, no worries, because we can provide both! Visit masterstouchriding.com to book your ride.

Trail Rides	0%
Pasture Rides	0%

0 votes · 23 hours 59 minutes left

12:41 AM · 12/13/21 · [Twitter for iPhone](#)

||| View Tweet activity

Post Two - Website Link



Tweet



masterstouch.prproject
@masterstouchpr



We are so proud of our riders! Come out to this [#event](#) to see what they have been learning this past semester. Admission is [#FREE](#) but be sure to purchase a bowl of our \$5 chili to support the riders. See you there!



masterstouchriding.com
Pumpkins and Ponies | Master's Touch

3:19 PM · 11/5/21 · [Twitter Web App](#)

Post Three - Single Picture Post



masterstouch.prproject
@masterstouchpr



Hi, my name is Buddy and this is a little bit about me!

BREED: American  Spotted Draft

HEIGHT: 16.2 hands (5 ft 4)

TALENTS: being super sweet and gentle with timid riders

Want to meet Buddy? Schedule a day at the farm to meet him. Visit

masterstouchriding.com to book!



Post One - Poll

The first post utilizes Twitter's poll feature. By creating an interactive post it encourages users to interact with the post. This benefits the company because it allows for interaction with potential customers.

Post Two - Website Link

Post two utilizes Twitter's ability to directly link a website. This works in conjunction with the main website as there is a "share to Twitter" button. This post also uses hashtags as an attention grabber. This type of post allows users to be directed to specific pages on the main website. This can be beneficial to the company because it can encourage users to book different services.

Post Three- Single Picture Post

Post three utilizes a single picture post. By creating an engaging caption on the post, it encourages users to interact with the post. The caption also directs users to the main website where more information can be found. The single picture posts can be beneficial to the company because they can highlight the different animals and services offered by the Master's Touch.

Blog

Master's Touch, a Farm for the Whole Family

Parents of multiple children often struggle with finding activities that are inclusive and wholesome and that will also entertain all of their children simultaneously. It can be difficult keeping little sister entertained, while big brother is playing football or how many little brothers can sit contently during big sister's ballet lesson. Here at Master's Touch, we understand that struggle and have made the best effort to meet the needs of everything family.

Here at Master's Touch, we offer various activities for families to participate in.

To start, we have ridings programs for all ages and skill levels.

Small Spurs

The youngest riders, ages 5 and under, are welcome to join us in our Small Spurs program. This program will give them a head start on riding and focuses on assisting a child's development of motor skills and sensory stimulation.

Group Lessons

Riding students over the age of 5 have the option of participating in Group Beginner Riding Lessons and Group Intermediate Riding Lessons in both the western and English discipline, vaulting and drill teams.

Silver Spurs

If grandma and grandpa would like to come and join in on the fun, we offer our Silver Spurs program for those ages 65 and older.

A Different Riding Experience

We have also developed horseback riding lessons or horse driving lessons for children and adults who struggle with physical, mental, sensory, or emotional disabilities.

Other Options

If your children are not interested in riding, we offer the families of clients access to our expansive grounds which contains:

- our large gardens with a fish pond and wading pool
- extensive nature trails with creeks perfect for cooling off on hot days,
- a large playground
- picnic areas
- a mini barn that includes a petting zoo.

Special Services

We have a special tour to meet the minis called Honey I Shrank the Farm. This private tour provides its participants with a close-up encounter with all the mini animals at the farm.

In addition to our regular activities, we also host several large events throughout the year. One of our most popular events has been our Easter Celebration where families can choose between dozens of games, tractor rides where they learn the story of Easter, and of course participate in the Easter egg hunts that are divided by age so every child could safely hunt eggs. In 2020 Master's Touch hid over 3,000 eggs throughout the property.

We would like to personally welcome you and your family to come and visit us here at Master's Touch to explore all that we have to offer. Please follow us on Facebook, Instagram and Twitter so you will be the first to know about our upcoming events.

Acknowledgements

I would like to thank my parents who consistently pushed me to do my best. They have encouraged me through the entire process and I couldn't have done it without their encouraging words.

I am incredibly grateful for my professor, Tom Cullen. Thank you for pushing me to create only the best work I could. Thank you for every piece of guidance. I have never enjoyed my time in a classroom as much I have enjoyed your class.

Thank you to Makayla Parr at Master's Touch for working with me. I appreciate you always responding to my random questions about how tall a horse is.

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