

A Women-Owned Small Business Powered by Purpose

The Hatcher Group is a full-service strategic communications and marketing firm that is powered by purpose. We develop strategies that spur people to action and build movements that lead to change.

We are hard-working, visionary strategists with big hearts who delight in the power of communications and good ideas. Our award-winning team includes persuasive storytellers, digital media strategists, savvy public relations professionals, accomplished multimedia designers, creative visual artists, unflappable event planners, and compassionate policy advocates.

Hatcher's belief in the power of communications and marketing fuels our vision for every project. It's what drives our big ideas and attention to the smallest details. It's apparent in our compelling videos, our vibrant designs, our eye-catching websites, and our unforgettable events. It's what makes the case in our policy advocacy and crisis communications. And it's how we show that real change is possible.

Our clients make the world a better place. They are nonprofits, government agencies, foundations, and other organizations that recognize the power of effective communications. We proudly support the National Assessment Governing Board, the Centers for Disease Control, the Department of Veterans Affairs, Maryland 529, several county agencies, and more.



Our Services

Strategic Communications

Messaging & Branding

Media Relations

Design & Creative

Website UX/UI

Digital Strategies

Policymaker Outreach

Multimedia Production

Event Planning & Execution

Crisis Communications

Fundraising Communications



Ellen Back

Proposal &
Capture Manager

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DUNS # 10-463-3255 GSA Contract # 47QRAA18DOO19

NAICS Codes:

512110 Motion Picture and Video Production
541430 Graphic Design Services
541490 Other Specialized Design Services
541611 Administrative Management and General Management Consulting Services

541613 Marketing Consulting Services
541810 Advertising Agencies
541820 Public Relations Agencies
541922 Commercial Photography
541990 All Other Professional, Scientific, and Technical Services

We are a boutique firm with a bold mission

Purpose. Impact. Equity. Curiosity. Community. Empathy. Wellness.



Strategic Communications

The Hatcher Group conducts communications audits and media scans, develops strategic communications plans, and reports on metrics to help you bolster or build your communications infrastructure.



Messaging & Branding

From strengthening existing messaging to developing new messaging, The Hatcher Group provides customized workshops to develop your mission, vision, elevator speech, core messages, answers to tough questions, as well as your brand name and identity.



Media Relations

We tap into the media expertise of our team of former journalists, communications directors, and policy experts to develop media strategies and outreach plans, write op-eds, and conduct media trainings. We also coordinate meetings with reporters and editorial boards, organize release events, and analyze media coverage.



Design & Creative

Our full-service design division, Hatcher Creative, elevates your message by helping with all your visual communications needs – reports, collateral materials, advertising campaigns, print and digital graphics, logos, infographics, website design, and motion graphics.



Website UX/UI

Whether you're starting from scratch or refreshing your existing website, we provide design-driven business solutions for user experiences, digital products, and brands. We use research, analytics, and optimization strategies to create clean, intuitive, expandable, and friendly user experiences.



Digital Strategies

Our digital team helps you reach the right audience with the right message at the right time. We provide online advertising; social media analysis, strategy, and management; e-mail marketing; online campaign development and execution; webinar design and production; blogging strategy and outreach; and metrics analysis.



Policymaker Outreach

The Hatcher Group has years of experience working to educate lawmakers and help our clients achieve policy change. We develop policymaker outreach strategies, plan lobby days, organize Statehouse and Hill briefings, build targeted digital and e-mail campaigns, write testimony, and develop leave-behind materials.



Video Production

Video is an important format for communicating your brand and messaging, and is especially critical in online, social media, and advertising strategies. Our skilled video team is experienced with PSAs, talking heads, documentaries, animations, sizzle reels and made-for-social videos. We'll lead you through the development process from idea generation and storyboards to production, editing, and distribution.



Event Planning & Execution

Hatcher Events excels at managing the details that make or break an event – in person or virtual – so you can excel at communicating your content. Services include planning and execution, logistics, audience identification, program development, invitations and registration, material design, media outreach, on-site staffing, and post-event evaluation.



Crisis Communications

No organization ever wants to face a public relations crisis, but having a plan in place helps. Our full range of services includes crisis communications audits, crisis plan development, strategic counsel, spokesperson training, contingency planning, and systems monitoring.



Fundraising Communications

The Hatcher Group can help your organization reach its fundraising goals with nimble, effective communications that encourage donors and members to engage. We'll complement your fundraising strategies with case statements, partner outreach, media outreach, digital and e-mail marketing, online fundraising, message development, and branding.