



Expertise

- Affordable healthcare
- Community development
- Criminal justice reform
- Food security
- Immigration
- Job training
- Minimum wage
- Racial equity
- Stable housing
- Tax credits for working families
- Voting access
- Worker rights

Equity & Opportunity

The Hatcher Group supports clients working to advance equity and opportunity through advocacy, marketing, and smart communications. We bring innovative strategies and unmatched expertise in policy and practice to ensure success for nonprofit, foundation, and government clients.

RECENT SUCCESS STORIES



Provided comprehensive message development, media training, and digital marketing that helped Ayuda exceed its fundraising goal, dramatically increase social media traffic, and expand its outreach to low-income immigrant communities.



Improved access to vital tax credits for low-wage workers through social media ads that garnered 865,000 views, videos that amassed 750,000 views, Capitol Hill briefings that averaged 150 attendees, and communications support for advocacy groups.



Congressional Black Caucus Foundation

Partnered with the Congressional Black Caucus Foundation on a strategic communications effort to raise its national profile and become a thought leader on issues of racial justice and equity. Delivered new branding, a logo and a tagline that spoke to CBCF's mission and vision for the future. Redesigned CBCF's website and produced videos, motion graphics, and other materials.



Extended the impact of Spotlight on Poverty and Opportunity, the premier source of information on poverty in the U.S., achieving 167,000 page views and 21,000 Twitter followers, producing weekly e-mail newsletters, and creating powerful videos.

ADDITIONAL CLIENTS

