

A Women-Owned Small Business Powered by Purpose

The Hatcher Group is a full-service strategic communications and marketing firm whose solutions spark action. We communicate, create, and collaborate to drive real change in the world.



Our Services

- Strategic Communications
- Marketing
- Digital Engagement
- Creative
- Branding
- Crisis Communications
- Earned Media
- Events
- Multimedia Production
- Messaging
- Paid Media
- Public Affairs
- Web Development and UX

Hatcher's belief in the power of communications and marketing fuels our passion for every project. We are hard-working, visionary problem solvers with big hearts who delight in the power of communications and good ideas. Our award-winning team includes persuasive storytellers, smart digital media strategists, savvy public relations professionals, accomplished multimedia creators, inventive visual artists, inspired event producers, and compassionate policy advocates. Our proud commitment to building a diverse, equitable, and inclusive workplace drives our organizational culture and allows us to deliver exceptional work.

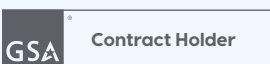
Our clients make the world a better place. They are nonprofits, government agencies, foundations, and other organizations that recognize the power of effective communications.

Select Clients

- U.S. Centers for Disease Control and Prevention
- Congressional Black Caucus Foundation
- Maryland 529
- National Fish and Wildlife Foundation
- Open Society Institute
- SEIU Local 500
- The Wallace Foundation
- The GRAD Partnership
- U.S. Department of Veterans Affairs
- Waterkeepers Chesapeake

The Hatcher Group

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DUNS # 10-463-3255 GSA Contract # 47QRAA2OD0076

NAICS Codes

- 512110** Motion Picture and Video Production
- 541430** Graphic Design Services
- 541490** Other Specialized Design Services
- 541511** Web Based Marketing
- 541611** Administrative Management and General Management Consulting Services

- 541613** Marketing Consulting Services
- 541810** Advertising Agencies
- 541820** Public Relations Agencies
- 541922** Commercial Photography
- 541910** Marketing Research and Analysis
- 541990** All Other Professional, Scientific, and Technical Services

Boutique firm. Big impact.

Powered by Purpose.



Strategic Communications

Hatcher's smart thinking and tailored approaches will help you reach your goals. Our strategies and messaging are built on findings from quantitative and qualitative research, including stakeholder interviews, communications audits, media scans, surveys, and more.



Digital Engagement

Our effective digital solutions are crafted to start a conversation, stir up sentiment, and build a movement. We bring you to life on the web with search engine optimization and marketing, paid marketing, social media, campaign strategy and execution, email marketing, and metrics analysis.



Branding

Hatcher translates research, words, and images into memorable branding that helps you forge a powerful relationship with your audience. Our design, editorial, and content experts will gain a nuanced understanding of you and your goals and put a memorable shine to your brand—the story you tell the world.



Earned Media

You have a story; we can help craft it—and reach your audience. Our media relations services include strategy and outreach, writing and pitching press releases and op-eds, coordinating media events, researching audiences as well as bloggers and influencers, and analyzing the resulting coverage.



Multimedia Production

Our full-service audio and video team delivers—from product conception to implementation to distribution. We create or reimagine documentary videos, motion graphics, podcasts, sizzle reels, and more.



Public Affairs

Without planning and expertise, good intentions won't go far, especially in the halls of power. Hatcher has years of experience supporting policy change by educating policymakers; inspiring activism; and helping our clients change hearts, minds, and behaviors.



Marketing

To sell an idea and move people to act, you must know your audiences and respond to their needs and experiences. Our integrated campaigns are designed to raise awareness and change behavior. Together, we will create a nimble, powerful, and cost-effective campaign.



Creative

Our full-service design team breathes color and life into your marketing and communications strategies to help you achieve your goals. We transform reports, collateral materials, advertising campaigns, print and digital graphics, logos, infographics, and website design into products that inspire and motivate.



Crisis Communications

It takes a long time to build a strong reputation, but just one incident can jeopardize everything. Planning, training, on-the-ground support, and more: Hatcher is ready to prepare you for anything and see you through it. We provide full-service crisis communications support—from the creation of a tailored and comprehensive plan that will help guide your organization through difficult times to media relations and spokesperson training to after-action reporting and lessons learned.



Events

An event is an experience that informs and inspires your audience. We'll set the stage with the ideal venue or virtual platform, then seamlessly connect compelling content with well-planned execution. From location to logistics, registration to reception, we expertly manage the details and deliver successful, engaging productions.



Paid Media

Smart, targeted investments in advertising can deliver key messages to your audiences and spur them to action. We strategize, create, execute, place, and optimize. Our cost-effective, innovative solutions bolster your brand through campaigns that integrate online and offline platforms.



Website Development and UX

Whether you're starting from scratch or refreshing your website, we specialize in creating user experiences that are clean, intuitive, flexible, beautiful, and engaging. Our recipe: We use strategy, user research, technology, analytics, and optimization that result in design-driven solutions for user experiences and digital products.