



# Messaging

**Your Story Matters.  
Let Us Help You Tell It.**

## WE PROVIDE

- Messaging and collateral audits
- Interviews and focus groups
- Message testing
- Virtual and in-person messaging sessions
- Staff/leadership messaging training
- Messaging and style guides
- Messaging collateral and assets
- Messaging implementation

## THE TEAM

Our diverse team includes seasoned strategic communications, marketing, and public relations professionals; skilled storytellers and writers; and award-winning journalists. Our communications team has developed and enhanced messaging for nonprofit organizations, foundations, and government agencies. We have expertise developing messaging at the organizational level as well as for specific reports, events, and initiatives.

## Develop compelling messages.

Hatcher collaborates with clients to develop messages that clearly and consistently convey their mission, brand identity, successes, and impact. With an asset-based lens, we distill insights into ready-to-use, easy-to-remember language and storytelling that can help you reach diverse audiences.

We begin with a robust discovery process that often includes a deep dive into your goals for messaging; a collateral and messaging audit; stakeholder interviews; focus groups; and a three-hour, highly interactive messaging session (virtual or in-person). From there, we determine the best framework for presenting your new messages, aligned with your goals and audiences. For example, we may develop a messaging matrix that ensures that your messages are consistent for all of your key audiences across all communications channels. Or we may create a hierarchy of messages, consisting of core messages, messages for primary and secondary audiences, and answers to commonly asked questions. Whatever its form, this document will be a key resource for your staff and stakeholders to communicate your story in a unified, compelling way.

## Deploy effective messaging strategies.

Just as important as your new messages is your strategy for deploying them. We work with you to develop a strategic plan to share your new messages both internally with staff and externally to your key audiences and stakeholders. This plan can include a staff messaging training, developing presentations for stakeholders explaining the rationale and process for developing the new messaging, new website content, and a digital strategy that celebrates and positions your brand. We can also help expertly apply that messaging to an array of content and related assets, including speeches, presentations, videos, elevator pitches, and infographics.