



## WE PROVIDE



- Strategic campaign planning
- Message development
- Media relations
- Targeted digital campaigns
- Crisis planning, strategy, and execution
- Spokesperson training
- Identification of key stakeholders and policymakers
- Lobby day and event organizing
- State House and Hill briefing materials
- Social media strategy and execution

## THE TEAM

Our diverse team includes seasoned strategic communications, marketing, and public relations professionals; experienced community organizers; accomplished multimedia designers; digital media experts; skilled video and radio producers; award-winning journalists and writers; and former legislative staffers. We work with mission-driven organizations on a range of topics, including public health, climate, education, equity and opportunity, and more.

# Public Affairs

**Championing Progress Through Communications.**

## Engaging, educating, and activating.

Hatcher knows that successful advocacy requires planning, expertise, and adaptability. For more than two decades, we have partnered with mission-driven clients to enhance and amplify their public affairs goals by creating comprehensive communications strategies that help them identify, engage, educate, and ultimately influence key stakeholders and decisionmakers.

We are experts at helping clients define the problem, craft well-defined messaging, determine key audiences and stakeholders, build a core team of supporters and influencers, and proactively identify public affairs challenges and opportunities. Our campaigns propel clients to educate policymakers, catalyze activist networks, support emerging voices of change, and amplify powerful stories in their journey to achieve change.

## A multifaceted approach to public affairs.

At Hatcher, we know that advocacy and public affairs work take many forms. We devise multifaceted, integrated strategies and tactics intended to engage, educate, and drive action at every level—from grassroots to grasstops. Using a mix of traditional and digital tactics, we help clients rally supporters around an issue and spur them to act—whether by signing a petition, drafting a letter to the editor, donating, or calling elected officials.

Our clients also benefit from our experience in creating policymaker outreach strategies, conducting press and media outreach, building targeted online campaigns, and supporting other efforts geared at effecting legislative or institutional change.