



Equity and Opportunity

The Hatcher Group is dedicated to supporting clients who work to advance equity, opportunity, and social justice. Through advocacy, community engagement, marketing, and smart communications, we bring innovative strategies and unmatched expertise to help our clients move the needle for good.



Expertise

- Affordable healthcare
- Community development
- Criminal justice reform
- Disability rights
- Diversity, equity, and inclusion in the workplace
- Economic justice
- Elder rights
- Fair housing
- Fair wage
- Food security
- Immigration
- Immigration reform
- Job training
- Racial and gender equity
- Reproductive rights
- Stable housing
- Tax credits for working families
- Voting access
- Worker rights
- Voter access

RECENT SUCCESS STORIES



Ayuda: 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.



TCWF: 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.



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

ADDITIONAL CLIENTS

