

Capabilities Statement

**HELP
GOOD**

HelpGood LLC is a **marketing and communications agency** building brands, campaigns, and capacity for nonprofits, government agencies, and purpose-driven organizations. We help them engage and activate diverse communities across owned, earned, partner, paid, & donated media.

VISION STATEMENT

To be the agency of choice for socially responsible organizations who want to reach and engage the public, inspire behavior change, and advance the common good

CORE COMPETENCIES

- Market Research and Strategy
- Branding, Campaign Creative, and Content
- Website Design, UI/UX, and Development
- Public Sector Marketing and Communications
- Paid Media Planning, Buying & Optimization
- Analytics and Optimization

DIFFERENTIATORS

- 15+ years managing social media for the longest-running PSA campaign in U.S. history
- Helped launch *Love Has No Labels*, the largest public service campaign ever
- Digital-first approach integrating strategy, creative, and analytics for federal, state, county, and municipality agencies

PAST PERFORMANCE



CERTIFICATIONS



- California: SB (Micro): 2005996
- LA County: LSBE: 094467, CBE: 094872, Social Enterprise: 092698
- City of Los Angeles: LGBTE: 14977. EBE, SBE: 2005996
- CPUC GO 156: LGBTBE, PDBE: 20001006
- EIN: 81-4580328 / DUNS: 080537415
- SBA Small Disadvantaged Business
- SAM UEI: KE22WQZ1V3U3 / CAGE: 7VVK9

UNSPSC CODES

- 80141500
- 80170000
- 81111500
- 81112101
- 82101500
- 82101600
- 82101800
- 82140000

NAICS CODES

- 541430
- 541613
- 541810
- 541820
- 541830
- 541870
- 541890
- 541910

CONTACT INFORMATION

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