

Capabilities Statement

HelpGood provides advertising, marketing and communications services to nonprofits, foundations, government and public agencies, NGOs, universities and organizations focused on social impact. We take a digital-first approach while running fully integrated campaigns, leveraging owned, earned, partner and paid media. We help you build brands, campaigns and capacity, reach diverse communities and engage, activate and convert them to deliver on your mission.

CORE COMPETENCIES

We help clients meet marketing, communications, education, media and public affairs objectives by providing digital-first resources to meet short and long term goals related to the following:

- Strategy & Creative
- Production
- Digital Development
- Marketing & Communications
- Paid Media
- Analytics & Optimization

PAST PERFORMANCE

- Market Research Studies
- Strategic Communications Planning
- Branding & Campaign Creative Development
- Social Content & Video Production
- Public Relations Consulting
- Website Development - UI/UX & Engineering
- Social Media Management
- Paid Media Planning & Buying

NAICS CODES

541613, 541810, 541820, 541830, 541890, 541910, 541430, 541511

FEATURED CLIENTS

- Ad Council - Love Has No Labels
- California Native American Heritage Commission
- Los Angeles County - Homeless Initiative
- Save The Children
- United Way
- USAID
- USDA Forest Service - Smokey Bear

CERTIFICATIONS

National Certifications

- Certified LGBTBE

State of California Certification ID #2005996

- SB (Micro): Small Business (Micro)

County of Los Angeles Vendor #183426

Certification Record #088710

- Social Enterprise - Federally & Non-Federally Funded Solicitations

City of Los Angeles Certifications BAVN 95772

Cert #4037:

- LBE: Local Business Enterprise
- EBE: Emerging Business Enterprise
- SBE and SBE (Proprietary): Small Business Enterprise
- SLB: Small Local Business Enterprise
- VSBE Very Small Business Enterprise (Harbor)

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