

COMMUNICATING WITH A PURPOSE

As a Massachusetts-based firm surrounded by approximately 25,000 nonprofits, Rasky Baerlein recognizes the critical social, economic and cultural role that nonprofit organizations play in communities around the country. Whether feeding the hungry, providing much-needed medical treatment, caring for the elderly or bringing groups together around a shared mission, nonprofit organizations contribute to society in ways that are real and measurable.



Over the years we have worked with a wide range of nonprofits across diverse sectors. As a result we are experts in building strategic communications plans for museums, universities, trade associations, healthcare centers, educational institutions and community groups.

We are keenly aware that an institution's image and reputation can impact the effectiveness of its mission. We work collaboratively with our clients to support their organizational goals and through communications counsel, strategic planning and government and community relations work to raise awareness, reinforce a brand, generate support and positively position an institution within its community.



Ideas. Actions. Results.

Client Partnerships
Have included:



MASSACHUSETTS



BOSTON ATHENÆUM



MAASH



Museum of Science.

Boston
70 Franklin Street
3rd Floor
Boston, MA 02210
t: (617) 443.9933 | f: (617) 443.9944

Washington D.C.
818 Connecticut Avenue, N.W.,
Suite 1100
Washington, D.C. 20006
t: (202) 530.7700 | f: (202) 530.7714

www.rasky.com

Nonprofits come to us for assistance in:

- Advocacy
- Brand enhancement
- Community relations
- Crisis counsel, planning and management
- Government relations
- Grassroots organizing
- Legislative Monitoring
- Lobbying
- Media relations
- Message development
- Strategic planning

"For the past three years, Rasky Baerlein Strategic Communications has provided expertise and strategic counsel to me and my staff at the Museum of Science. We rely on them to help us communicate the mission of the Museum, both locally and nationally."

- Ioannis N. Miaoulis
Director and President,
Museum of Science, Boston

In today's current economic climate, all organizations — both corporate and charitable — have to do more with limited resources. We are effective and efficient. We tailor focused and persuasive messages that reinforce an organization's mission to its many audiences, including board members, donors, volunteers, employees, elected officials, area business leaders, the media and the community at large.

**Nonprofits large and small turn to Rasky Baerlein for
Ideas, Actions, and Results.**



Printed on recycled paper