CAPABILITY STATEMENT

Sway Strategies is a women-owned consulting and public affairs firm helping clients in the U.S. and Europe navigate the political landscape and turn their advocacy strategy into meaningful change and equitable economic and community development. **We build audiences, advocates and assets. www.swaycalifornia.com**

CO-FOUNDERS

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WE WORK WITH

Public agencies. Foundations. Nonprofits. Economic & Community Development Organizations. Coalitions. Businesses with a Public purpose. Private/Public Leaders.

CERTIFICATIONS

Small Business, State of California
Certification ID : 2056275

NAICS

874203 Marketing consulting services
874399 Public relations services
874299 Management consulting services
961104 Economic programs admininstration

UNSPSC CODES

80101504 Strategic planning consulting services
80101509 Government affairs and community relations consultation service
80141501 Marketing analysis
80141505 Marketing plans
80171603 Publicity/marketing advisory services
80171906 Government relations consultation and engagement
80172003 Public affairs services
80171600 Publicity/marketing support services
80171605 Press release & media kit services
80171602 Online/social media publicity service

CORE SERVICES

STRATEGY	Purpose/People/Process. Research Opportunity & Gap Analysis. Organizational Alignment. Brand Positioning. Grant & Program Administration
STORIES	Messaging. Communications Planning. Content Development. Executive Communications. Campaign Development. Audience Targeting. Content. Data Storytelling. Speechwriting.
INFLUENCE	Public Affairs. Public Relations. Media Outreach. Advocacy Campaigns. Partnership and Coalition Development. Legislative and Policy Strategies. Stakeholder Engagement and Outreach.
EVENTS	Event Strategy and Production. Conferences. Press Conferences. Product, Program & Service Launches. Community Convenings. Trainings.
FULL PR & MARKETING SERVICES	Brand Identity Development. Creative & Design. Paid, Earned, Social Media and Owned Media Campaign Development. Newsletters. Retained or Ad-hoc Marketing & Public Relations Solutions.

make *shift* happen.

THE SWAY DIFFERENCE

1

Data With A Difference

Data matters. But only if it's data people can understand, repeat and care about. We turn complicated ideas into clear narratives. No jargon fog.

2

Subject Matter Expertise...& Passion

Entrepreneur-led economic development. Women's economic mobility. Protecting the franchise. Ecosystem building. Improving the user experience of government.

3

Expert Team

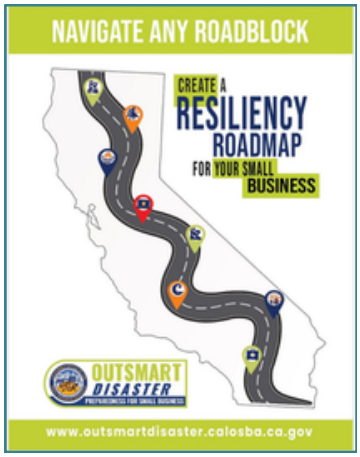
L.A. brings the message, relationships and public engagement. CLAIR brings program strategy, operational structure and systems thinking.

SWAY STRATEGIES

CONTACT US

BOOK FREE CONSULT

WE BUILD AUDIENCES, ADVOCATES AND ASSETS.





make *shift* happen.



Read Governor Newsom's press release announcing program



Read press release announcing sold-out inaugrual summit.



SCALE
Success | Capital Access | Leadership for Entrepreneurs
Powered by CalOSBA

FILL THE GAPS.
FILL THE ROOM.
MAKE YOUR POINT.







STRATEGIC ADVISING ✦ DATA STORYTELLING ✦ ADVOCACY & AWARENESS
EVENTS & EXPERIENCES ✦ MARKETING & PUBLIC RELATIONS/AFFAIRS HUB