

## Monique Waters, Owner

Certification type: Woman-Owned  
Small business (WOSB)



## NAICS CODES:

- 512110 - Motion Picture and Video Production
- 541430 - Graphic Design Services
- 541613 - Marketing Consulting Services
- 541618 - Other Management Consulting Services
- 541820 - Public Relations Agencies
- 541910 - Marketing Research and Public Opinion

## Core Competencies

We work with government and non-governmental organizations by creating a communications plan that mobilizes their mission.

### Communications Consulting

Offer strategic communications counsel to help organizations tell their story, activate their audience and unite their team around one plan.

### Marketing Communications

Provide a breadth of public sector and stakeholder engagement expertise to aid clients in effectively amplifying their story.

### Public Relations Consulting

Guide clients in effectively communicating with media outlets by working with them to tailor their goals into a clear, relevant message.

## Differentiators

- Skilled communications strategist with twenty years of experience
- Develop customized communication plans tailored to client's specific goals
- Devise dozens of successful public and private awareness campaigns from the ground up
- Advise leading voices in politics, technology and social impact

# Past Performance

## District of Columbia Office of Racial Equity

*Strategic Communications*

## Casey Family Programs consulting with Michigan Department of Health and Human Services

*Communication Consulting*

## Lauren Underwood For Congress

*Public Relations Consulting*

## Levick Strategic Communications prime contract with The Office of Population Affairs at the U.S.

## Department of Health and Human Services

*Education Campaigns*

## EVERFI Inc.

*Marketing Communications*

## The Office of U.S. Senator Cory Booker

*Media Relations*

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Certified Business Enterprise (CBE)



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## NGIP CODES:

9150000 Communications and Media Related Services

9180000 Consulting Services

9204540 Maintenance and Support

9182400 Communications Consulting

9182600 Public Relations Consulting

9152200 Communications Marketing Services

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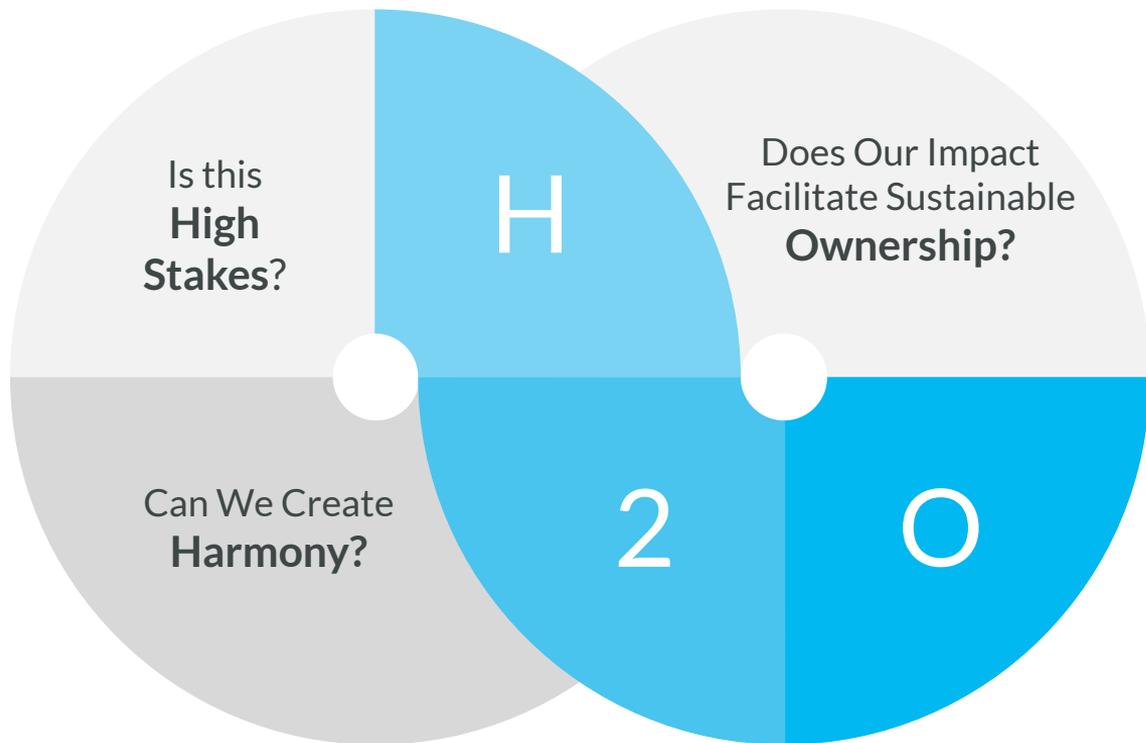
## The Office of U.S. Senator Cory Booker

*Media Relations*

# H2O Strategies Case Studies

We are effective because we create a comprehensive plan for our clients.

We ask three critical questions:



# District of Columbia Office of Racial Equity



Established by Mayor Bowser in 2021, the Office of Racial Equity focuses on **developing an infrastructure** to ensure policy decisions and District programs are evaluated through a racial equity lens. The Chief Equity Officer sought guidance as she navigated the politics of internal and external stakeholders.

H2O Strategies was awarded the prime contract to develop a **strategic communication plan**. H2O Strategies worked with The Chief Equity Officer on a **tactical communications strategy** that provided **best practices to mobilize** the Office of Racial Equity's mission from the ground up as a newly established office.

Their work with H2O Strategies provided **clarity** and **essential infrastructure** by helping them **better understand their stakeholders**, creating infrastructure for them to **communicate with empathy** and **strategically map out their engagement**.



*"Working with H2O Strategies gave me clarity and helped me to connect all the dots. The strategic plan really resonated with my team and we quickly started using the messaging guidance in community meetings."*

**Amber Hewitt**  
Chief Equity Officer

# The VIVA School of Dance

The VIVA School of Dance, formerly The Dream School, had recently undergone a **major organizational change**. Not only did they change their name but, they wanted to **transform their mission, vision and values**. The school's co-founders were tired of limiting their audience and wanted to rebrand their new school so they were **talking with their community instead of about them**.

H2O Strategies worked with The VIVA School to **redefine their narrative** and challenged them to recognize all of their activities as opportunities to **strategically frame their story** to all of their stakeholders.

H2O Strategies provided them with their **communication plan**, and within a matter of days co-founders were readily referencing and incorporating recommendations into their programming activities. Instead of creating assets repeatedly from scratch, they used their communication plan to **repurpose messaging and best practices**.



*"The guidance from H2O Strategies Communications Plan validated our purpose. When we presented our new direction, it brought our board of directors to tears."*

**Chandini Darby**  
Co-Founder



*"Our communications plan has given us direction and a firm foundation. It's been applied to everything! We now feel anchored with our school, staff and stakeholders."*

**Kelli Quinn**  
Co-Founder



# Archbishop Carroll



Archbishop Carroll High School recognized significant challenges at hand including: **funding gaps, lack of direction or consistency in brand awareness and missed storytelling opportunities.** While the school had a loyal community of alumni and staff, few demonstrated the “buy-in” reflective of the school’s rich legacy.

H2O Strategies **translated the vision of the leadership team** by working across various functions and levels of the school to bring the students, faculty and administration together using **best practices** which included: **a comprehensive communications plan and strategy for storytelling.** This approach not only leveraged their social media presence to engage alumni but the plan allowed them to **garner thoughtful earned media.** The sum of these efforts **energized their stakeholders,** making them nostalgic about their own memories of the school.

Our work together **actively engaged alumni** who became motivated to be a part of Carroll’s storytelling and empowered Carroll to **establish a new and younger donor base** of alumni excited to invest in their alma mater. Importantly, the plan developed by H2O Strategies **mobilized all of their stakeholders** to play an active role in owning the story told about the institution.



*“H2O Strategies provided an overall vision for telling our stories and a strategy to effectively engage our alumni, parents, students and benefactors.”*

Mark Savercool  
Vice President

# KIPP DC



KIPP DC Public Charter School wanted to bring a new high school to the District of Columbia but some community members, specifically **African American residents, didn't feel the school was a great fit**. In order to change this perception, KIPP DC **activated their community engagement team** to secure the community's buy-in. While the community engagement team offered events and classes to members of the community they were having **difficulty turning the tide and garnering the support** needed for the school's expansion plans.

H2O Strategies developed a comprehensive communications plan to help **align KIPP DC's multicultural community engagement efforts to their long-term objectives**. The communications plan also allowed KIPP DC staff to understand how their community engagement activities fit within their **broader communications goals** and allowed them to **better coordinate across departments** to leverage resources from other teams to tell the story.

The communications plan and strategies developed led to **public endorsements** supporting KIPP DC's efforts by community leaders and elected officials which **ultimately led to the approval of their expansion in the city**.



*"Thank you Monique for helping KIPP DC improve our communications with disadvantaged communities and rebrand ourselves to important stakeholders."*

Jacque Patterson  
Chief Engagement Officer

# Casey Family Programs

Hello, we work for the Children's Services Agency for the state of Michigan.



Casey Family Programs, supporting Michigan's Health and Human Services Child Services Agency, wanted to **redesign the agency's approach on child welfare**. Instead of increasing the number of youth in the Foster Care system they wanted to instead focus **holistically on keeping families together** thus reducing the number of children entering the system.

H2O Strategies immediately began to **collaborate with key departments**, helping them **gain valuable employee and constituent feedback** by working with them to assess and develop stronger approaches to **engage** both their employees on the frontlines as well as **stakeholders** in a state-wide town hall series. H2O Strategies developed a communications plan that **translated the agency director's values** and new direction as well as allowed them to implement strategies for their desired **engagement goals**. The approach **complemented the agency's core values** while providing **clear and consistent messaging across channels**, from helping improve their quarterly newsletter to communicating their approach to media outlets as they met with stakeholders across the state.

Working together with H2O Strategies **provided essential infrastructure** the agency now uses **to support their goal** of reducing the number of youth in the foster care system, better engaging internal and external stakeholders and securing their buy-in to move Michigan's child welfare system into the 21st century.



*"We benefited from Monique's expertise by leveraging her communications plan, which allowed us to consider how we needed to connect with our community and prepare effectively!"*

Anita Shannon  
Senior Director

# Lauren Underwood for Congress



In 2018, Lauren Underwood won her congressional campaign and would soon be the **youngest African American woman ever elected** to serve in Congress.

Lauren sought H2O Strategies for **guidance and support** as she transitioned into her new role as Congresswoman Lauren Underwood. Both Underwood and H2O Strategies knew how important this moment was not only for her community but for the country. Underwood and her team were able to immediately **leverage H2O Strategies extensive experience** working with new congressional offices in both the House of Representatives and the US Senate.

H2O Strategies developed a plan and worked with the team to **establish communications infrastructure and best practices** for Congresswoman Underwood's new office.



*"In this fast-paced, demanding field, Monique helps me and my team plan our communications approach thoughtfully."*

Lauren Underwood  
Congresswoman (D-IL)

# Pinterest

Pinterest's newly appointed **global communications leader**, was tasked with taking the reins leading a new team during the **pandemic**. Not only did she have to lead the day-to-day of a global communications team, but also establish the executive leadership team's **buy-in and trust**.

The communications leader needed an advisor who could provide candid **feedback and best practices** to help sharpen her approach at a **rapidly changing global company**. H2O Strategy worked with this team as a sounding board, advising best approaches on **team infrastructure, media relations** and **professional development**.



*"Working with H2O Strategies allowed me to focus on where I want to grow my team and focus on areas for improvement. In Monique I found a counsellor who gave me direct feedback and clear recommendations."*

**Lemia Jenkins**  
Chief Communications Officer

# EVERFI Inc.



Monique led **corporate communications** at EVERFI, a SAS education technology company, where she developed **messaging, stakeholder outreach, and media relations strategies** for national corporate social responsibility initiatives. Campaigns ranged from drug addiction and sexual assault prevention to entrepreneurship and financial education.

EVERFI wanted to create an initiative to combat the **national public health crisis of opioid abuse** by building the **first ever online course** focused on prevention education for college and high school students. Leveraging her public affairs experience, Waters developed a national **communication strategy to launch** the course and **develop a network** focused on research, thought leadership, and public and private sector support.



*“ Monique is a rare mix of political, policy, and tech. She did a wonderful job for us at EVERFI. So happy we are an early customer”*

Tom Davidson  
CEO