

Selected Clients

Associations

- American Association of Community Colleges
- American College of Cardiology
- American Orthopaedic Society for Sports Medicine
- American Psychological Association
- American Public Transportation Association
- American Society of Plastic Surgeons
- American Urological Association
- National Council for Interior Design Qualification
- National Retail Federation

Nonprofits

- Chesapeake Bay Gateways Network
- Corporation for National and Community Service
- Operation Smile

Academic

- Brandeis University
- Fairfax County Public Schools
- The George Washington University
- University of the District of Columbia
- Virginia Community College System

Corporations

- AOL
- Gallup
- General Electric
- Verizon
- MetLife

Federal Agencies

- Education
- Health and Human Services
- Housing and Urban Development
- Labor

Local Government

- District of Columbia
- Fairfax County
- Los Angeles City and County
- Montgomery County
- Prince George's County
- Town of Leesburg

A Private Sector Firm with a Public Service Soul

Demonstrating Your Value to Members, Partners, and the Public

Reingold is a full-service strategy and communications firm with a 24-year track record of crafting successful and award-winning campaigns.

We unite strategic planning with compelling messages, high-impact design, proven change management practices, and the latest technologies to align goals, advance new ideas, and attract targeted audiences. We will partner with you to articulate your vision, amplify your voice, ratchet up your visibility, and demonstrate your value to key constituencies—both internal and external.

Our deep experience in public education, branding, social marketing, creative design, market research, and change management includes work at the leadership levels of federal, state, and regional institutions—both military and civilian—as well as at the grassroots level with public and private constituencies.

Strategic Communications

- **Branding:** Make a lasting and valuable impression on your audiences through a singular brand that unites your members
- **Research and Analysis:** Study, segment, and target your audiences to determine the best messages
- **Social Marketing:** Raise public awareness and sustain behavior change
- **Media Relations:** Tell your story through key media channels
- **Grassroots Mobilization:** Leverage your network and empower advocates

Creative Services

- **Graphic Design:** Create memorable and meaningful materials
- **Video Production:** Produce videos that resonate with your audiences
- **Multimedia:** Develop compelling and state-of-the-art presentations
- **Promotional Services and Products:** Deliver high-quality, effective promotional and tradeshow materials and displays—at the best price

Information Technology

- **Websites:** Integrate form and function with user-friendly architecture, current technology, and engaging visuals and content
- **Web Marketing:** Expand your reach via Web 2.0 technologies
- **Podcasts, Blogs, and Email Blasts:** Deliver your message fast and far

Management Consulting and Member Relations

- **Change Management:** Set a new course, internally and externally
- **Partnership Development:** Leverage the influence of like-minded champions and organizations to spread your message
- **Member Relations:** Add value to membership by keeping your members informed, engaged, and active
- **Program Evaluation:** Measure results, identify challenges, and expand key strengths and opportunities
- **Training:** Enhance your team's communications and promotional skills

We want to learn more about your communications needs.

Contact Us: Susan Thomas, Vice President
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