



**LIPMAN
HEARNE.**

Two powerhouse marketing agencies, one powerful mission: ***Yours.***

You'll find a partnership created to meet today's challenges, bringing a wealth of experience and a passion for innovation, a deep bench of talent and services, and a commitment to having fun along the way.

Lipman Hearne and Yes& share the belief that organizations with a strong sense of mission—nonprofits, higher education, associations, government agencies, and everything in-between—matter more than ever. Together, we can help you think around corners and prepare for all the ways your audiences are growing and changing. We want you to be ready and resilient—whatever forces, trends, and opportunities the future holds.

Yes& Lipman Hearne offers our clients end-to-end-services. We amplify and complement each other's capabilities, extending Lipman Hearne's historic strength in strategy, research, and creative through Yes&'s capabilities in media, digital marketing, social media, public relations, video, web development, and design.

Founded 35 years ago, we remain deeply rooted in Chicago, but connected to a formidable nationwide network of talent, thinking, and capability. Yes& has homes in Alexandria, VA, Washington, DC, and Philadelphia, with "satellite homes" in living rooms, on back porches, and in hotel rooms throughout the United States.

Philosophy

Our clients are big thinkers. So are we. We love their extraordinary sense of purpose, their impatience with incremental change. They value our gift for deep listening and determination to leave category promises in the dust. We have experience in every channel and with every type of organization across the nonprofit sector. We can cut to the chase and design solutions that feel intuitive, inspiring, and inevitable.

We are curious and creative in everything we do. We are strategy-first. We listen. We love to question the status quo, and our work is always grounded in observation and insight. We find as much joy in the process of working with you as we do in hearing about your success.

We believe in the power of difference. Great ideas are never single-sourced. We know we work smarter and more creatively when we draw on the wisdom of diverse experiences and perspectives. As a company, we're committed to ensuring our behavior and our work consistently reflect the values—and the power—of equity and inclusiveness. And we are continually examining the ways we can better reflect and honor the diversity of the communities we serve.

Brand Development



We are seasoned brand wranglers and stewards. We know that brands are most powerful when they speak to audiences' sense of their best selves and connect them to something bigger. We'll weave together the right narrative threads to articulate clearly and directly why you should matter to your audiences, and why you do matter to the world.

Enrollment & Membership Marketing



Persuading audiences to sign on with you—whether you need students in classrooms or more people on your membership rolls—requires the ability to work strategically, creatively, and tactically, all at the same time. We'll dive into your data, widen your prospect funnel, win back stop-outs, and make sure the right messaging is aligned, segmented, and delivered to the right audiences.

Philanthropic Marketing



As one of our core competencies, Yes& Lipman Hearne approaches campaign communications with a lens trained on donors' deepest values and highest aspirations. We understand that donors give through a campaign as much as they give to a campaign. Our approach holds a mirror up to donors, reflecting back the values they hold dear.

Capabilities

Yes& Lipman Hearne has worked with many of the world's leading universities, foundations, advocacy organizations, and cultural institutions. We have served government clients, on both the state and federal level. We offer integrated services to help institutions achieve branding, positioning, visibility, enrollment, and fundraising goals.

