



**Creating Impact, Empowering Communities, Building Resilience –
Where and When It Matters**

GLOBAL DEVELOPMENT CAPABILITIES STATEMENT

The Cloudburst Group, founded in 2005, is an impact-driven small business focused on empowering communities to build social, economic, and environmental resilience. To increase the reach, impact, and return on investment for public and private clients, we collect and analyze data; monitor and evaluate programs; communicate promising and evidence-based practices; and provide outcomes-focused training and technical assistance. We are headquartered in the Washington, D.C., area with 70 full-time professionals and a network of satellite offices, consultants, and partners spread around the globe.

We serve a growing number of clients in a variety of fields. Our clients include: the U.S. Agency for International Development (USAID), the Millennium Challenge Corporation (MCC), the UK Department for International Development (DfID), the U.S. Department of Housing and Urban Development (HUD), the Centers for Disease Control and Prevention (CDC), and the Substance Abuse and Mental Health Services Administration (SAMHSA).

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Company Information:

SBA: Economically Disadvantaged Women
Owned Small Business (EDWOSB)
Size Standard: \$15M
NAICS: 541611 (Primary)
DUNS: 602539111
CAGE CODE: 43AB5
GSA PSS SIN 874-1 Contract No. GS-10F-0218U

COMMUNICATIONS

Strategic Communications & Marketing: design strategic communications programming and manage editorial calendars to promote USAID's thought leadership. Amplify outreach to share lessons learned, research and tools with targeted audiences. Author messaging focused on the benefits of USAID work for reaching key U.S. Government strategic development objectives.

Social & Behavior Change Communications: form targeted multi-channel communications campaigns in local markets to reduce the barriers to change through outreach, mass media and engagement with local influencers to drive change around a specific issue such as gender.

Organizational Knowledge Management: support knowledge hubs by collecting, organizing and cataloging content into a central location to provide a one-stop-shop for information.

Website Management & Development: manage and develop websites, technology and content for USAID. Use an analytical approach to inform decision making around digital communications.

Digital Communications & Social Media: create campaigns to reach target audiences via an array of communications channels. Develop and grow email lists and social media to reach target audiences with project information, research and tools.

Data Visualization: designing visually appealing documents and website content, including infographics, research results, etc.

Public & Media Relations: author press materials and statements to reach broader audiences. Provide written and editorial support to develop content and place it into media outlets such as Devex and Thompson Reuters.

Multimedia—Photos & Videos: generate visual materials that develop a narrative arc around project activities. Develop photo essays, videos, and award-winning photography focused on development around the globe.

Graphic Design: create visual materials for use in technical reports, presentations, branding and a wide array of print and visual materials.

Issue Driven Communications: creating and managing issues-focused communications. Focus on global development issues, such as responsible land-based investment, food security and economic growth.

Events & Webinars: organize, promote and support in-person and online events. Manage event logistics, technology and coordination for high-level events representing USAID.

TRAINING

Global E-Learning Solutions: deployment of broad scale, issues-focused e-learning solutions to train large numbers of global participants in the essentials via 101-style massive open online courses (MOOCs). Experience in design of basic and complex e-learning solutions including video modules, quizzes, and platform setup within a self-paced, structured online learning environment supported by office hours and discussion boards.

Instructor-Led Training: conducting in-person and online training courses for USAID and other USG staff, implementing partners and other stakeholders, including workshops, roundtable discussions, and expert panels

Instructional Design: creating course content and applying learning strategies to a range of training modes and subjects.

Course Management: managing and conducting single or serial trainings of previously developed content, providing instructors or supporting logistics.

Conference Support: providing staffing to create USAID presence, demonstrate new technologies and present recent work in global development sectors.

Webinars: developing content for and conducting online lectures, including remotely connecting attendees with subject matter experts, and monitoring live commenting and questions from the audience.

Training of Trainers: training individuals in the subject matter and giving them the tools to train their colleagues, staff and others.

Communities of Practice: connecting development practitioners through in-person and online modes to encourage peer-to-peer sharing of ideas, successes and lessons learned.

Capacity Building & Professional Development: training in-country firms, NGOs, local government, communities and individuals, as well as training USAID staff, implementers and stakeholders in the importance, the latest practices and the current research in global development.

ICT4D

The Cloudburst Group designs and applies Information and Communications Technologies for Development (ICT4D), innovating pilots that combine research, communications, knowledge management, and geographic information systems (GIS) mapping. Our solutions bring people and technology together to solve pressing development issues, in ways such as giving governments, youth, and women new tools to secure tenure rights; enhancing multinational agribusiness firms' and impact investors' relationships with local communities and protecting investments; and helping a nascent civil society organization to provide transparency in land governance in West Africa.