



# THE CLOUDBURST GROUP



**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).

### Contact Information:

Cloudburst Consulting Group, Inc.  
8400 Corporate Drive, Suite 550  
Landover, MD 20785-2238  
(301) 918-4400

Michelle Hayes, President  
[Michelle.Hayes@cloudburstgroup.com](mailto:Michelle.Hayes@cloudburstgroup.com)  
(202) 253-2346 (Direct)

### Company Information:

SBA: Women-Owned Small Business (WOSB)  
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## 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 policies and programs to reach 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. 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:** design 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 in media outlets or through other channels.

**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 goals.

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

**Issue-Driven Communications:** create and manage 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 stakeholders and participants.

## TRAINING

**Global E-Learning Solutions:** deployment of broadscale, issues-focused e-learning solutions to train large numbers of global participants in the essentials via multi-modality learning formats. Experience in the design of basic and complex e-learning solutions that include video modules, quizzes, polls, and other models of participant engagement.

**Instructor-Led Training:** conducting in-person and online training courses including workshops, roundtable discussions, and expert panels for US Government (USG) staff, implementing partners, and other stakeholders.

**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.

**Learning Management Systems:** develop course content in line with learning pathways and integrated systems and tools that track and record participant training progress and completion.

**Conference Support:** providing logistics and staffing support to plan and host conference events across 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, non-governmental organizations (NGOs), local government, communities, and individuals, as well as training USG staff, implementers, and stakeholders in the latest practices and the current research in global development.

## COMMUNICATIONS TOOLS

Design of Information and Communications Technologies for Development (ICT4D), innovating pilots that combine research, communications, knowledge management, and geographic information systems (GIS) mapping. This includes testing, training, and deploying low-cost, simple technology solutions designed to bring people and technology together to solve pressing development issues in various ways such as giving governments, youth, and women new tools to inform increased transparency in governance.