



Governments, Associations & Non-Profits



We craft and execute custom communication strategies that inform, engage and motivate clients' key audiences.

With more than 25 years of experience within the government, association and non-profit sectors, Wiser Strategies has provided a range of services to sector institutions.

- Research:** stakeholder, marketing, employee, consumer
- Branding:** names, logos, messaging, voice, style, design
- Creative:** concept development, production
- Media:** earned, paid, owned, digital
- Plans:** public input, marketing, communication, crisis

Our Why

Wiser Strategies helps organizations and the people who run them achieve greater success through effective communication.

Our Values

- Think deeply and creatively
- Respect each other
- Create change
- Dream large
- Communicate clearly

Our Certifications

DBE, WOSB, WBE, HUBZone



Sample Clients

- Blue Grass Community Foundation
- Camp Horsin' Around
- Cathedral of Christ the King Cathedral
- Catholic Way Bible Study
- City of Lexington
- City of Millersburg
- City of Nicholasville
- Clemson University
- EKCEP
- Greenup County EDA
- KY Blood Center
- KY Chamber of Commerce
- KY League of Cities
- KY Medical Association
- KY Petroleum Marketers Association
- KY SBDC
- KY School Boards Association
- KY Transportation Cabinet
- Lexington Emergency Management
- Lexington Public Library
- LEXPARK
- The Center for Rural Development
- University of Kentucky
- YMCA of Central Kentucky



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