



NONPROFIT

Communication is Everything
Your message, our commitment.



Certified
Women-Owned
Business Enterprise

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OUR EXPERTISE

Moving the Needle

Your good deeds shouldn't go unnoticed. Nor should your important work be limited by inattention to reaching every possible donor and every person who might need your help.

That's where Baker Public Relations comes in. We've worked with nonprofits large and small and know how to craft messages that will resonate with your donors, supporters, consumers and the media. And through effective and compelling storytelling, we know how to communicate those messages in the right way, at the right time and to the right audience.

Whether you're a well-established governmental agency or emerging nonprofit, creating the right PR strategy will help you build brand trust, increase awareness of what you do, engage with new and existing donors, develop lasting

community partnerships, launch fundraising campaigns and recruit volunteers and ambassadors.

Baker Public Relations will help get you there.



Stories We've Told



gwen's girls



Ronald McDonald
House Charities®
Pittsburgh and Morgantown



Ronald McDonald
House Charities®
of the Capital Region

eliminating racism
empowering women
ywca
NorthEasternNY



LEUKEMIA &
LYMPHOMA
SOCIETY®



Northeast
Kidney
Foundation®



THE CHILDREN'S
MUSEUM
at SARATOGA



Services We Provide



PR & Media
Relations



Video
Production



Crisis
Communications



Media Training
& Messaging



Marketing, SEO
& Advertising



Public
Affairs



Event Planning
& Management



Social
Media



Graphic
Design

Results

Gwen's Girls is a nonprofit organization that helps Black girls and young women within the Pittsburgh region thrive in their daily lives. The organization chose Baker Public Relations as its agency of record in April 2021 to strategically promote the nonprofit and its services to the Pittsburgh community.

Our team's media relations efforts have garnered coverage for Gwen's Girls in various outlets, including KDKA-TV's Pittsburgh Today Live morning show. This piece promoted the organization's annual summit and sparked an increase in attendance. Gwen's Girls Holding Black Girl Equity Alliance Summit – News, Sports, Weather, Traffic and the Best of Pittsburgh (cbslocal.com).

Additionally, through our PR efforts, Gwen's Girls' CEO Dr. Kathi Elliott was recognized by the Pittsburgh Business Times as a 2021 Woman of Influence.

