



CAPABILITIES STATEMENT

Donya Melanson Associates (DMA) is a 100% woman-owned small business, certified as such by the Massachusetts State Office of Minority and Women Business Assistance (SOMWBA). For more than 30 years as a creative agency offering public information and marketing services, we have provided communications solutions for a wide range of clientele. Our clients include government agencies, educational institutions, Fortune 500 corporations, consumer products companies, publishers, industry and professional associations, museums, and financial organizations.

This extensive experience enables us to understand, reach, and educate a variety of diverse audiences – and translate that understanding into successful communication campaigns. Our goal is to provide the best possible service and results for our clients.

We have no minimum or maximum account-size restrictions and work on a project basis or on a monthly retainer, according to client preference. We look forward to helping you achieve your communication goals and welcome the opportunity to discuss specific ways we could assist your organization.

FULL SERVICE COMMUNICATIONS

- Strategic planning
- Branding/positioning
- Marketing research
- Writing and editing of reports, brochures, newsletters, manuals, guidebooks, annual reports, and other collateral
- Writing, design, and development of Web sites
- Writing and editing of speeches, video and radio scripts, news releases, and public service announcements
- Design, writing, and production of film, video, presentations, signage, and other meeting/conference materials
- Design, writing, and fabrication of trade show exhibits, displays, and signage
- Development of teaching modules

CLIENT MARKETS

- Education (undergraduate, postgraduate, associations, cultural, business, policy)
- Agriculture/Food (education, policy, associations, services, products)
- Science/Technology/Environment (education, policy, associations, products)
- Public and Mental Health/Medicine (education, policy, associations, services, products)
- Financial/Insurance (education, associations, services, products)
- Publishing (educational, professional, general interest, fiction, non-fiction)

KEY GOVERNMENT CONTRACTS

- General Services Administration (GSA), Federal Supply Schedule (FSS) – Schedule 541 (Advertising & Integrated Marketing Solutions (AIMS): GS-23F-0216L –
 - 541-5 Integrated Marketing Services (Multiple services, combined)
 - 541-1 Advertising Services
 - 541-4C Exhibit Design & Implementation Services
 - 541-1000 Other Direct Costs (Expenses other than labor hours)
- GS-07F-0360T (Small Business Set Aside Contract) –
 - 541-3 Web Based Marketing Services
 - 541-4F Commercial Art & Graphic Design Services
 - 541-2000 Other Direct Costs
- Massachusetts Department of Public Health
 - 811617 Professional Writing and Editing Services

RELEVANT NAICS CODES

- 541430 Graphic Design Services
- 541511 Web Design
- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541850 Indoor/Outdoor Display Advertising Services
- 541860 Direct Mail Advertising
- 541890 Other Services Related to Advertising
- 541910 Market Research & Public Opinion Polling