



October 13, 2020

To Whom It May Concern,

House of Hope recently earned the Utah Nonprofits Association (UNA) Credential Badge for Marketing and Communication. This Badge, awarded to organizations upon their proven adoption of best practices, epitomizes resourcefulness, a willingness to adapt, grow, and most importantly—a commitment to creating sustainability and capacity.

To earn this Badge, House of Hope sent staff to nine hours of training where they learned state-of-the-art best practices from a facilitator with expertise in in both Marketing and Communication and nonprofit management. Instruction focused on the delivery of the concepts and skills needed to increase the impact of their efforts. After completing the training, they began applying what they learned to House of Hope practices and policies. Application included a consultation with the expert where they received specific feedback on improving their results. They used this feedback, the many resources UNA provided, and coaching from the expert to draft their Best Practices in Marketing and Communication. The expert reviewed their extensive work, listed below, and recommended UNA grant them the Badge for Marketing and Communication, which we of course did.

UNA BADGE REQUIREMENTS FOR MARKETING AND COMMUNICATION

- Marketing Persona
- Editorial Calendar
- Repurposed Content
- Email Marketing
- Website Review
- Video Marketing
- Social Media Posting and Policy and Social Media Policy

Earning a UNA Badge is a significant and rare achievement. While over 10,000 nonprofit organizations call Utah home, we have only awarded 137 Badges. We are happy to count the Badge awarded to House of Hope in this total and would be equally happy to answer any questions you may have about our Credential Program.

Sincerely,

A handwritten signature in cursive script that reads 'Kate Rubalcava'.

Kate Rubalcava
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