

**2014 Entry Form**  
(Complete one for each entry.)

Fill out the entry name *exactly* as you want it listed in the program.

**Entry Name** \_\_\_\_\_

**HFA** \_\_\_\_\_

**Submission Contact** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

Qualified Entries must be received by **Tuesday, July 1, 2014**.

For more information about Qualified Entries, [click here to access the 2014 Entry Rules](#).

Use this header on the upper right corner of each page.

HFA \_\_\_\_\_

Entry Name \_\_\_\_\_

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input type="checkbox"/> NO

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## 2014 Annual Awards for Program Excellence – NCSHA Communications Category – Promotional Materials and Newsletters

*In House – Alaska Housing Finance Corporation Employee Newsletter*

### Overview

For more than 40 years, Alaska Housing Finance Corporation (AHFC) has been on a mission to give Alaska residents access to safe, quality and affordable housing. The corporation provides home mortgages, a variety of loans, tax credits and other programs that support public housing, senior housing, and energy efficiency measures. Created and governed by Alaska statutes, AHFC has offices in 16 communities.

AHFC recognizes that internal employee alignment is crucial to the successful execution of its mission, and that employee brand ambassadors help position AHFC as a responsible and trusted public institution. One important tool for boosting employee pride and engagement is the internal newsletter “In House.”

### Initial Concepts to Execution

“In House” is a web-based monthly newsletter that serves to inform AHFC employees about company news and events, create a direct line of communication between CEO Bryan Butcher and readers, and highlight important issues within the housing industry.

A recent edition is located online here:

<http://ahfc.cmail2.com/t/ViewEmail/y/174D4FA7A015A3FC/DCEFABFECFF9C8833FEC1D8A50AFD3BD>

### Target Audience

- AHFC employees

### Content

Written in a light, fun and engaging tone, “In House” is designed to inform and engage employees. Stories highlighting program successes and individual employee contributions help ensure that morale is maintained at high levels.

### Results

AHFC public affairs staff tracks the number and percentage of employees who actually open the newsletter. Public affairs staff also collect anecdotal evidence regarding the most well received types of content. In doing so,

they have added more interesting and relevant content, increasing the percentage of people who read the newsletter from 60 percent in September 2013 to nearly 90 percent in May 2014.

**Payment:** Please reference Check #40814 from Northwest Strategies.



# In House

Alaska Housing Finance Corporation Employee Newsletter



June 2014

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## Welcoming Ridgeline Terrace and Susitna Square



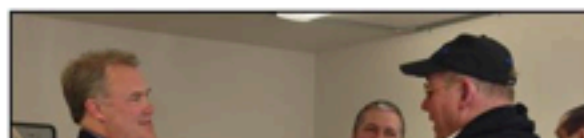
Roberto.

My challenge to staff to come up with names for our two new developments in Anchorage really hit home. In just a couple of days I received more than 100 suggestions from 30 different individuals, and I would like to thank all for their participation. After carefully considering the field of entries, I'm very happy to announce that I'll be taking [Marjorie Holt](#) in Fairbanks to lunch for her contribution of Ridgeline Terrace in Mountain View, and [Beth Klein](#) in Anchorage to lunch for her suggestion of Susitna Square on San

Considering the intensity of the debate about affordable housing in the Anchorage Bowl, Ridgeline Terrace and Susitna Square are two really important projects.

[Read more »](#)

## Green Light for North Pole Development



AHFC Board of Directors meeting in Bethel, May 14 breezed through the agenda