



Habitat for Humanity Anchorage
900 E. Benson Boulevard
Anchorage, Alaska 99508
Phone: 907-272-0800
habitatanchorage.org

February 10, 2020

To whom it may concern:

It is with great enthusiasm that I am writing this letter of recommendation on behalf of Addison Arave. I had the pleasure of managing Addison for four months at Habitat for Humanity Anchorage and I would not hesitate in telling you that out of my 5 years with managing volunteer interns, Addison was by far our very best and she made a significant impact for our organization because of her talents.

Addison distinguished herself by not only completing every task given to her in a timely fashion, but she always sought opportunities to go beyond expectations and shine. During that time, I've was extremely impressed with Addison's skills as a creative storyteller, her ability to learn and apply Habitat's branding guidelines, and develop successful online marketing promotions to support our fundraising campaigns. Many times, her go-getter mentality brought forth ideas that ultimately enhanced our current fundraising efforts for Habitat's mission.

Addison is contagious to be around and a passionate team player that would thrive in any organization. Along with her enthusiasm, positive energy, and attention to detail, Addison brought a special talent to our team, her savvy communication skills and creative writing. Most people know Habitat for Humanity by the stories we share, and she represented our brand in the very best way. Habitat for Humanity operates with a limited marketing budget and that never slowed her down when it came to marketing on social media for our fundraising campaign with the goal to raise \$100,000 in 100 days with 1000 supporters. Addison supported this campaign as the lead for all social media content. She created 2-3 engaging social media posts with graphics per week; targeted posts that were boosted with a specific demographic that she identified; and acknowledged donors personally as they gave to the campaign by thanking them on the event website and social media event page. Her efforts led to helping Habitat for Humanity raise \$58,000.00 for our mission through online campaigning and assisting at events.

I highly recommend Addison without any reservation. She will do great things with the resources she has at any organization. Her passion for storytelling and technical writing will make her a strong asset to any team and you will have fun along the way.

If I may provide you with any further information in your consideration of Addison, please feel free to contact me.

Sincerely,

Laura Gutierrez
Fundraising Manger
Habitat for Humanity Anchorage
Office: 907-868-3673, option 2
Email: lgutierrez@habitatanchorage.org