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FROM: Junior Reid

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SUBJECT: Nonprofit Rebranding Analysis

## **Background**

To keep a company going requires attention to the ongoing dialectic of direction and change; they work together as a unified guide for communication ethics action (Arnett et al., 2018, p. 168). This analysis will review organization and communication ethics with supporting evidence gained throughout the course. I will discuss the organization's delivery, memory, style, arrangement and invention and offer suggestions or points for each section.

AIDS Foundation Houston recently unveiled its rebranding as Allies in Hope. After holding the same name for over 20 years, the organization has rebranded itself. Multiple factors went into the rebranding process such as consulting with marketing firm Gilbreath Communications. Gilbreath conducted focus groups with community partners, AFH staff, and board members. There was a lot of research that was done to determine that there needed to be a name change. This approach allowed the organization to deliver a well thought out message to its audience.

The new CEO, Jeffrey Campbell, sees the rebrand as an opportunity to serve more Houstonians who would benefit from the nonprofit's services. Campbell became the first Black CEO of the organization in March and looks forward to integrating HIV into STI testing. In addition, the new name is meant to inspire inclusion and connect with a larger subset of the community (McKenzie, 2023). This will allow members within the community to connect with individuals who identify with themselves creating a memorable experience.

Since opening in the 1980s the organization has served individuals in the Houston area with the mission to end the HIV epidemic (McKenzie, 2023). Data shows higher rates of newly HIV diagnoses within the Southern regions. Multiple factors went into creating the new name and it was needed to reflect the fresh messaging direction of the organization. Allies in Hope promotes a more inclusive approach to addressing health disparities such as HIV. By offering linkage to care, case management and preventive services, the organization provides a comprehensive sty to care (Allies in Hope, 2023).

## **Allies in Hope IMC**

Allies in Hope's IMC strategies have allowed the organization an opportunity to develop a new relationship with those at risk or living with HIV.

Integrated marketing communication begins the moment an organization discerns what it seeks to protect and promote in a comprehensive marketing communication effort (Arnett et al., 2018, p. 194). Since joining the organization in 2019, Jeffrey Campbell has seen the need for ending the stigma surrounding HIV. The previous name, AIDS Foundation Houston further stigmatized preventive measures for People Living with HIV/AIDS. The name, Allies in Hope, allows a more direct connection between prevention and long term treatment.

The organization utilized the method of integration to provide coherence for messages and direction, unleashing unexpected creativity (Arnett et al., 2018, p. 194). This is seen by inviting more clear ideas to bridge the gap between prevention methods and treatment for those currently in care. Although the name change is new, I believe this approach will increase awareness for other agencies serving those at risk by delivering a more comprehensive approach to preventive care.

## **Communication Ethic**

The communication ethic I choose is a more narrative communication approach for the organization's IMC structure. The organization's implicit and explicit communication ethics consist of both clients and stakeholders. As a nonprofit, it is important to lead with the organization's mission or story. By including more storytelling, we can see the power of narrative in human response to stories (Arnett et al., 2018, p. 51). By sharing the organizational culture, we can further highlight goals and objectives for the company. This can potentially lead to more funding and support from others.

The organization's IMC approach to rebrand the company protects clients and promotes a more inclusive environment. This rebrand can also create a trend for other agencies to follow. In addition, this can also help future IMC strategies and initiatives for ending the HIV epidemic. I believe it's important to welcome all members from all walks of life.

## References

Allies in Hope. Home. (n.d.). <https://www.aihhouston.org/>

Arnett, R., Harden, F., & Bell, L. (2018). 3. In *Communication Ethics Literacy: Dialogue & Difference*. Kendall Hunt Publishing Company.

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