

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

Visit ncsha.org/awards to view the Annual Awards Call for Entries.

Instructions: Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact Matt Cunningham at mcunningham@ncsha.org or 202-624-5424.

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

Entry Name:

HFA:

Submission Contact: (Must be HFA Staff Member) _____ **Email:** _____

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

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

HFA:

Entry Name:

Select the appropriate subcategory of your entry and indicate if you are providing visual aids.

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

Overview

The Kentucky Affordable Housing Conference (KAHC) is the annual conference held by Kentucky Housing Corporation (KHC) for housing professionals across the Commonwealth. Typically, this conference is held every fall. However, in 2014, KHC was adapting to change, both programmatic and strategic, therefore the next KAHC was planned for spring 2015.

This presented a challenge in marketing the 2015 KAHC, as past attendees were not used to thinking about attending in the spring, and there were other events and spring breaks competing with the conference dates. KHC decided to focus marketing efforts through the use of social media and other digital sources rather than traditional printed messages, which was both a cost-saving measure, as well as a means to reach a much more broad audience with opportunities to better capture data about what marketing efforts were most successful.

Digital messaging offered multiple channels through social media, e-newsletters, KHC and partner websites, and partner publications to showcase conference speakers, highlight sessions, and market the conference rates. Messaging was targeted to reach KHC's diverse audiences.

Innovative

In the past, KHC used mostly traditional means to promote the Conference, focusing on printed pieces. However, digital was the keyword for the 2015 KAHC. A few printed pieces were distributed prior to the Conference. The first was a large "save the date" postcard, allowing potential attendees to have a physical reminder, keeping the Conference top of mind. The second was a smaller registration notification postcard, which was innovative by using a Quick Reference (QR) code to allow smartphone users to access the registration form by scanning the code. The third was a schedule at-a-glance, which was distributed at partner meetings and in KHC trainings.

In the past, a large brochure was mailed when registration was opened, but in 2015, all attendees were directed to the registration website. As a result, KHC saved money by cutting back on printing and mailing conference materials. If a registrant required a physical paper copy of the registration form, a PDF was available for download and printing.

For marketing purposes, KHC chose to focus on using more innovative digital means, starting with KHC eGrams, sent via Constant Contact. Over a four month period, 10 KHC eGrams with an exclusive KAHC focus were sent to audiences. Also, a reminder to sponsor and/or register for the conference was included within all other KHC eGrams sent to various mailing lists. Tracking clicks through Constant Contact gave evidence to the effectiveness of the new focus. Recipients of the KHC eGrams could easily share the information by forwarding the messages onto others. Regular posts to KHC's various social media channels were also made, further making use of digital outlets.

KHC also developed a Prezi presentation to spotlight speakers and benefits of the 2015 KAHC. To prevent viewers from having to click through the Prezi, it was recorded and uploaded to KHC's YouTube

channel to allow ease of viewing. The video was posted on the conference website, as well as shared in the eGram and social media messages.

Replicable and Reaching Target Audiences

With some research and implementation, a Housing Finance Agency (HFA) can easily replicate KHC's success with electronic marketing through the use of Constant Contact, Facebook, Twitter, and LinkedIn to promote events or communicate with their clients and partners. Scheduling or boosting posts within social media is an effective and low-cost method of marketing to various audiences. Facebook even allows further targeting by specifying gender, age, and region in promotions, ensuring the most appropriate audience views the message.

Achieve Measurable Results

Please note: Results for Constant Contact, Facebook, and Twitter, are all taken from January 9, 2015, when registration for the 2015 KAHC was opened, to March 30, 2015, when registration closed.

Constant Contact

The 10 KAHC-focused eGrams gained an average of 949 opens, which is an open rate of 24 percent. The average open rate percentages for the government agency, non-profit, and real estate industries are 23.58, 22.54, and 17.5, respectively, showing that KHC's eGrams performed well in the open rate.

Facebook

KHC had 10 Facebook posts specific to the conference, one of which was boosted for \$60. KHC's average reach on a conference-related post was 102 people; however, with the small investment in the boosted post, KHC reached 11,668.

Twitter

KHC's Twitter account received 5,500 impressions, with an average of 68 per day, in the 81 days focused on promoting the 2015 KAHC. In the 81-day period prior to marketing of the Conference, KHC received 3,800 impressions, with an average of 47 per day.

Attendance

All the marketing efforts and communications surrounding the 2015 KAHC garnered 665 attendees; this was a 32 percent increase over the previous conference in 2013 of 504 attendees.

Sponsorships/Exhibitors

The 2015 KAHC also saw a boost in sponsorships and exhibitors, totaling \$82,350. In 2013, the total collected through sponsorships and exhibitors was \$70,050.

Provide Benefits that Outweigh Costs and Demonstrate Effective Use of Resources

With the marketing efforts outlined above, KHC reached an estimated 14,000 individuals with messages about the 2015 KAHC. Total investment in marketing, both printed and social, was \$1,760. Meaning KHC only spent \$0.12 for each individual. Given the possibility of information shared via word of mouth or other methods from partners, it could be assumed that 14,000 individuals reached is a conservative estimate.

Constant Contact was a service already employed by KHC, no additional fees were incurred. By leveraging such service, KHC's partners were easily notified of all conference information. Also, as Facebook, Twitter, and LinkedIn are all free services, use of their platforms further distributed KAHC information at no cost. Choosing to use the boost post feature on Facebook is purely optional, but clearly was worth the cost, as it notified a much wider audience of the 2015 KAHC for mere pennies on the dollar.

Achieve Strategic Objectives

The new marketing focus for the 2015 KAHC met KHC's second overarching strategic goal: Increase revenue, decrease operating costs, and reduce risk. By using free marketing via social media, as well as decreasing printed and mailed pieces, we decreased costs, yet communicated with a wider audience, thereby increasing revenue.

Visual Aids

Available at http://www.kyhousing.org/Documents/KHCEnter_2015KAHCMarketingVisualAids.pdf

The file contains the following items:

- Schedule At-A-Glance
- Save the Date Postcard
- Register Today Postcard
- Facebook Statistics
- Twitter Statistics
- Google Analytics
- Overall eGram Statistics
- Industry Averages from Constant Contact
- Constant Contact Individual eGram Reports
- Copies of KHC eGrams