

NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 15, 2016

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 awards@ncsha.org or 202-624-7710.

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			

MassHousing
Communications – Creative Media
How Millennials Buy

Statement of Objectives

MassHousing has promoted its home mortgage products through traditional advertising, our website, social media outlets, community outreach and special events. With younger homebuyers increasingly turning to the internet, and particularly video, to obtain information, we wanted to create a series of easy to understand video segments that takes a prospective homebuyer through the process while promoting MassHousing and its partners as trusted sources of information and mortgage financing.

We also wanted the main presenters in this video series to be the diverse and expert members of MassHousing's Business Development team and some successful homeowners who used MassHousing loans to achieve the dream of homeownership. Our target audience would be low- and moderate-income homebuyers, particularly women and minority homebuyers.

Program Planning and Strategy

- We initiated a public bidding process and selected a video production company to assist us in creating the MassHousing Homebuyer Video Series.
- We scripted four main informational segments entitled: Is Homeownership Right for You?; Where Do You Start the Home Buying Process?; Finding a Lender; and The Benefits of a MassHousing Loan.
- We scripted and produced five complimentary vignettes that included a welcome introduction from the MassHousing CEO; segments on the importance of homebuyer education and how to select a REALTOR®; and two homebuyer testimonials featuring the Rosario family of Lawrence and the Smith-Lewis family of New Bedford.
- We wanted [our series](#) to be well-produced and consistent with our brand but not overly slick or flashy in keeping with our mission of being a public resource for home buying information and financing.
- We selected former television journalist and production company principal Julia Cruz to be the host and interviewer for our series and used diverse MassHousing staff and business partners to explain the home buying process and promote MassHousing as a trusted source of information and financing for homebuyers of all demographics. The Rosario and Smith-Lewis families enthusiastically allowed us into their homes to tell their moving stories about their home buying experience in a manner that anyone could relate to.

- Once [the series](#) was completed, we uploaded it to our YouTube channel; issued a news release; posted it on our website, masshousing.com; announced it in our monthly email newsletter; placed an ad in *Banker & Tradesman* newspaper; and shared the series repeatedly via Twitter, Facebook and LinkedIn.

Results Documentation

[The videos](#) have quality production value but do not feel overly costly. They have been well received based on feedback from our staff, partner lenders, business partners and consumers.

Since being posted to our YouTube Channel in December 2015, [the videos](#) have collectively been viewed 5,299 times.

We succeeded in using our diverse staff of MassHousing mortgage experts as well as our business partners to explain the home buying process in a simplified way.

The homebuyer testimonials were highly successful in showing that qualified low- and moderate-income residents of Massachusetts can achieve the dream of homeownership and live and prosper with their families in their own home for the long term.

View the entire video series [here](#).