



# Entry Form 2017 Annual Awards for Program Excellence

**Entry Deadline: Thursday, June 15, 2017, Midnight ET**

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email [awards@ncsha.org](mailto:awards@ncsha.org).**

**Entry Title:** Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

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**Category:**

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**Subcategory:**

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**Entry Summary:** A 15-word (max) summary of the program, project, or practice you are entering.

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**HFA:**

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**HFA Staff Contact:**

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**Phone:**

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**Email:**

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**Visual Aids:**

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF?    Yes        No

**Payment:**

My HFA is mailing a check to NCSHA.  
My HFA is emailing the credit card authorization form to [awards@ncsha.org](mailto:awards@ncsha.org).

Michigan State Housing Development Authority  
MSHDA's Federal Housing Impact Campaign Brochures  
Legislative Advocacy/Federal Advocacy

Michigan State Housing Development Authority (MSHDA) enhances economic and community vitality through housing and historic preservation activities, and provides financial and technical assistance through public and private partnerships to create and preserve safe and decent affordable housing for the people of Michigan.

**Advance Agency Mission and Achieve Strategic Objectives**

MSHDA created a new series of Federal Housing Impact Campaign brochures that streamlined, distilled, and consolidated Michigan-specific federal program information in an understandable, attractive, and readable document for Members of Congress and their staff. The brochures are customized for each of the 14 Michigan Congressional districts and the series includes one brochure to summarize statewide totals.

The brochures, as a new tool, helps MSHDA staff focus attention on the direct ties between the agency's mission and the impact major federal programs have in each district. In a two-pronged approach, each brochure (1) provides district-specific spending/investment data for key federal programs and (2) provides descriptive, data-driven, and illustrated profiles of three housing projects in the Congressional district directly and positively impacted by federal housing programs.

**Reach Audience and Forge Relationships**

*Primary Audience: U.S. Congressional representatives from the Michigan delegation and their staff members.* The brochure provides a readily understandable and relatable resource for these key decision makers and influencers in Washington, D.C. The brochure is a tool to bridge the gap with Congressional members and helps make their jobs – and jobs of their legislative staff – a little easier.

*Secondary Audience: MSHDA staff and statewide stakeholders and program partners.* The series of brochures puts relevant information at the fingertips of Michigan's state and local housing advocates and gives them an effective document to drive home key points during discussions with lawmakers or to leave with the Congressional staff as follow-up.

**Identify, Anticipate, & Prioritize Legislative Issues**

The brochures supplement and inform the direct contact and discussions among members of Congress, MSHDA's staff, and local housing advocates. The documents draw attention to specific federal programs by name and connect their impact to identifiable community projects and the benefits that result. The effort successfully helps transfer conversations about abstract federal spending to specific outcomes that affect people and communities in each Congressional district. The provided information shows the real value of housing programs among many budget and spending priorities.

Each brochure lays out the district-wide spending levels, activity and impact for Low-Income Housing Tax Credits, tax-exempt bonds, historic preservation tax credits, and the HOME program, thus raising the profile of each.

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**Effective Use of Resources, Innovation, and Replicable**

The series of brochures in this campaign are clear, concise, colorful and – key in today's fiscal environment – very cost-effective. The format allows for maximum customization and flexibility in updating the material on an annual basis, especially new federal data becomes available and as new housing projects are completed in the communities within the Congressional districts. As a Best Practice, the simple style, approach, and format of the brochures is easy to duplicate by other state and local housing advocates without busting the publications budget.

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**[Hard Copies of Brochures will be mailed separately to NCSHA.]**