

2014 Entry Form
(Complete one for each entry.)

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

Entry Name _____

HFA _____

Submission Contact _____

Phone _____ **Email** _____

Qualified Entries must be received by **Tuesday, July 1, 2014**.

For more information about Qualified Entries, [click here to access the 2014 Entry Rules](#).

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

HFA _____

Entry Name _____

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input type="checkbox"/> NO

Background

In 2013, as the home buying market continued its slow recovery, CHFA was looking for strategies to help meet its ambitious annual goals for single family mortgages. As part of a broader Attitude & Awareness research study, CHFA gained some insights into the mindsets of current renters and prospective home buyers. The study showed that awareness of CHFA not as high as it should be among target audiences. Perhaps the most significant finding is that the largest obstacle to buying a home is the down payment, followed by the monthly mortgage bill, and qualifying for a mortgage all together. Another interesting finding was that despite wanting to own their own home to build a brighter future for their families, borrowers, especially Hispanic borrowers, felt that process of buying a home was too complicated and wished the process was simpler.

The Attitude & Awareness study showed that CHFA should tailor its message to place greater emphasis on its Downpayment Assistance Program (DAP) loans to help borrowers with down payments, and promote its homebuyer education programs and counseling services to help first-time buyers understand the home buying process.

CHFA's own statistics showed that about one-third of its of borrowers were minorities, and the Authority already had a certain level of awareness and credibility within minority groups. In addition, homeownership rates among minorities in Connecticut is lower, so the market presented greater opportunities to help people in under-served markets get into their first homes and begin building wealth. Based on Connecticut demographics, CHFA chose to target the African-American, Asian-Pacific and Hispanic communities.

The Plan

Sample radio commercials can be found here:

English:

<https://chfa.sharefile.com/d/s96e924e65bf4b739>

Spanish:

<https://chfa.sharefile.com/d/s86833e7066041b89>

CHFA contracted with, Bauzá & Associates, a multicultural marketing agency with a proven track record, to assist in the development and implementation of a Multicultural Marketing Communications campaign. In addition, a new CHFA logo with a more modern look was adopted. The new logo includes a house to help consumers immediately make the connection with housing.

The plan was to utilize a mix of traditional and non-traditional media channels, along with a few innovative tactics, to reach its targeted audience, efficiently and cost-effectively. Tactics included everything from targeted radio and television buys including from cable television, sporting events, including FIFA World Cup, print advertising in multicultural publications, direct mail postcards, Google pay per click advertising, and Facebook advertising. The ads show side by side photos of a young, slightly grumpy couple sitting in a makeshift dining room in a cramped apartment, wishing they could buy a larger home, with copy that explains the DAP loans and the ease of buying a home with CHFA. The second photo shows the same couple, now much happier as they share a meal in their new more spacious kitchen. The ads were created using an African-American couple, an Asian couple and a Hispanic couple.

CHFA sponsored and attended a business networking event for the Latinos United for Professional Advancement (LUPA) to make a presentation on CHFA mortgages and talk about options for first-time homebuyers. CHFA also sponsored popular outdoor events like the Caribbean Jerk Festival and Asian Dragon Boat Festival.

Public Relations tactics to support the campaign included news releases which led to multiple interviews on radio and television stations CHFA is fortunate to have several bi-lingual staff, including one underwriter who agreed to receive media training and be the Spanish voice of CHFA. In some cases, Spanish-speaking staff joined English-only speakers to assist with interviews. CHFA also reached out to Hispanic legislators and appeared on one state Senator's weekly cable television show. Interviews focused on CHFA's mortgage programs, homebuyer education and the ease of buying a first home through CHFA.

Digital and Social media played a big role in the campaign. A Spanish micro website was created, www.HogarCHFA.org, mirroring the homeownership section of CHFA's English website. The agency also created a Spanish Facebook page and a twitter feed and posted content to the site so that the rapidly growing Hispanic demographic would be reached through multiple channels.

Another innovative tactic, which allowed Spanish-speaking CHFA lenders to get involved in the program, was the Telemundo Linea de Ayuda. This was a "telethon," where information on CHFA mortgages was shared during breaks in programming and viewers were able to call in and ask Spanish-speaking lenders questions about mortgages. This event provided 71 leads for lenders, as well as increasing awareness of CHFA.

CHFA created a summer Mall Tour, visiting multiple shopping malls throughout Connecticut and connecting with the shoppers in various regions of the state areas to provide homeownership information, as well as promoting the CHFA's products and services.

THE RESULTS

The investment in paid media was roughly \$133,000 and response has been significant. Since the campaign was launched in April:

- The various social media channels have received more than 10,000 clicks (as of mid-June 2014)
- Spanish "HogarCHFA" Facebook page has gained over 150 likes and a weekly total reach of over 77,000 users.
- CHFA's English Facebook page received nearly 200 new likes and a total reach of 9,157.
- As of late June, direct response to the media advertising, CHFA has received nearly 200 phone calls requesting information on the first-time homebuyer mortgage program.
- The combined total from of social media interactions, phone calls, and event guests has created nearly 11,000 connections for CHFA.
- www.HogarCHFA.org website has received 1,666 hits, 300 interactions and we're still counting.

These results in just a few months are an indication that the entire creative media strategy of the CHFA has been highly effective in establishing meaningful connections with the multicultural market.

HOME WANTED



To live a BETTER LIFE

The reasons for wanting a better home are many, and the Connecticut Housing Finance Authority wants to help you with yours. If you are a first time home buyer we have programs and services, such as the Downpayment Assistance Program, that will make this path a more enriching experience. **Your new home is waiting for you.**



CONNECTICUT HOUSING FINANCE AUTHORITY

The Key To Affordable Housing

844.CT1.HOME (844.281.4663) | chfa.org



NETWORK YOUR WAY TO A HOME

Join Us & Find Out How



NEW DATE!



HARTFORD PUBLIC LIBRARY | Thursday, May 15, 2014

5:30 - 8pm

facebook

Email or Phone

Password

Keep me logged in

Can't log in?



HogarCHFA
Government Organization

Timeline About Photos Likes Events

PEOPLE

151 likes

ABOUT

- La Autoridad de Financiamiento de la Vivienda de Connecticut (CHFA) ha ayudado a muchas familias y personas a obtener su propio hogar.
- www.hogarchfa.org

PHOTOS



HogarCHFA shared a link.
18 hours ago

Aprende como hacer un jardín que colecta el agua de lluvia para que la absorba el suelo en lugar de irse por los desagües.

No olvides bajar el Rain Gardens app de UConn en tu móvil.



UConn Rain Gardens "How To" Guide
nemo.uconn.edu

A homeowner's step-by-step rain garden design and cost-estimator guide to promote stormwater management and Green Infrastructure in Connecticut and New England, presented by the Connecticut Fund for the Environment's Save the Sound...

Television/Radio Presence

- Eric Chatman and Chris Galvez were interviewed by Telemundo at the annual LUPA event.
- Chris Galvez was interviewed on “Two Zona”
- Chris Galvez interviewed on Radio Cumbre
- Paid media advertisements that aired locally during primetime programming, such as the FIFA World Cup
- Norbert Deslauriers appeared on the show de Analeh on Univision
- “Hablando en Serio” with Felix Viera, Chris Galvez and Lisa Kidder
- Victor Rush and Norbert Deslauriers on The Power 1480 WKND radio show

Television Commercials

- Homebuyer commercial(English):

<http://www.youtube.com/watch?v=BUIHbjkSoOo&list=UUImSUdJaHdIC3Na-EeZ8DVg&feature=share&index=3>

(Spanish):

<https://www.youtube.com/watch?v=QQJCQBN7Vw&list=UUImSUdJaHdIC3Na-EeZ8DVg>

Paid Media Schedule / Budget

CURRENT MEDIA PLAN	\$	MAR	APR	MAY	JUN	JUL	AUG	SEPT
HISPANICS								
TV	\$12,266							
CABLE TV	\$4,250							
RADIO	\$23,127							
LINEA de AYUDA	\$3,500							
SHOW DE ANALEH	\$2,353							
AFRICAN AMERICAN								
RADIO	\$21,720							
AFRICAN AMERICAN / ASIAN								
PAID TV	\$10,831							
ALL MARKETS								
DIGITAL	\$23,682							
BUS ADVERTISING	\$21,177							
FIFA WORLD CUP PACKAGE COMCAST Spotlight	\$8,700							
PRINT MULTICUTURAL	\$2,328							
TOTAL 2014 Budget	\$133,934							



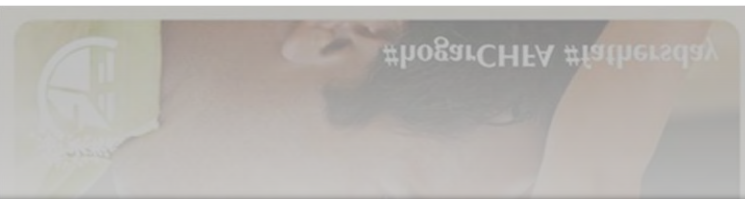
If you want a home to
LIVE A BETTER LIFE

FIARE Y RELIEK FILE



Su **CORAZÓN** es TU PRIMER HOGAR.
¡Feliz Día de los Padres!

#hogarCHFA #fathersday



#hogarCHFA #fathersday



**100
LIKES**

=A BRINCAR DE FELICIDAD
POR TU NUEVO HOGAR



#hogarCHFA



SE BUSCA HOGAR

Para vivir
MEJOR