

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			



MFA 40th Anniversary
NCSHA 2016 Annual Awards Entry
Communications: Promotional Materials and Newsletters

The Opportunity

Like other HFAs across the county, the New Mexico Mortgage Finance Authority (MFA) celebrated the 40th year of its existence in 2015. MFA used this occasion to launch a year-long public relations campaign to increase awareness of the organization and the impactful work we do. As expected, the campaign was an effective vehicle to educate state and community leaders, partners and potential MFA customers about our mission, our growth and the 40-year impact our work has had for the people of New Mexico. Happily, the 40th anniversary campaign also had some unintended results. Staff uncovered new historical information and reconnected with people that made MFA's existence and success possible. Recognizing key people and events became one of our objectives and shaped the campaign in ways that we did not initially anticipate.

Strategic Objectives

- Increase awareness of MFA
- Publicize and celebrate MFA's 40-year impact on New Mexico
- Recognize key people and events that make MFA's work possible

Housing Landmarks: An Innovative 40th Anniversary Campaign

Target Audiences: MFA's 40th anniversary campaign was designed to reach target audiences of state and community leaders, including legislators and other elected officials, partners, as well as existing and potential customers. But we also wanted to ensure that anyone who interacted with MFA during 2015 – no matter how briefly – would be made aware of our anniversary and given the opportunity to learn more about MFA and the work we do. To that end, we took a two-pronged approach. First, MFA piggy-backed the campaign onto existing means of communication, from mundane items like electronic email signatures, to core materials like our annual report. Using special banners, every event, including groundbreaking, grand openings and MFA's biannual open house, were branded for the 40th anniversary. Second, we developed new media including a web site and a commemorative poster, book and other items, to impart the importance of this special anniversary. By using both existing and new media, MFA realized "more for the money" —we reached a larger audience while keeping down costs.

Research: Before designing the campaign, MFA focused on the story it would tell. Management and staff knew the rough outline of MFA's enabling legislation, original focus and growth in programs through the years. With that growth, MFA added staff and expanded its historic building. But formal research and documentation was needed before conveying the story to the public. MFA archives and photos were sorted through and organized by decades. Within each decade, three to eight milestones were identified and researched. Additional source material and photographs were located through newspaper archives, the Albuquerque library, the New Mexico legislative archives and the New Mexico History Museum. Two families who received MFA mortgages decades ago were located and follow-up

stories were written. Cumulative production numbers were collected illustrating the number of families served and housing units that have been created or preserved over the last 40 years.

Research took an unexpected turn when MFA staff contacted and interviewed founding board members and former legislators who sponsored MFA's enabling legislation. Oddly, because MFA's enabling legislation was crafted by persons of Italian-American descent, rumors of mafia-influence surfaced in the state legislature. Many believed that it would not be possible for lower-income families to qualify for mortgage loans, and that the proposed Mortgage Finance Authority would serve as a screen for money laundering. Controversy ensued, and the legislature stripped all state funding from final bill.

Fortunately, this did not stop the dedicated individuals who were committed to the cause of homeownership for lower-income families. Our jaws dropped here at MFA when we heard that MFA's first chairman and two other board members took out personal loans to keep MFA afloat until it could issue its first bonds. This information took staff down an unexpected journey: we invited the founders to a reunion at the MFA offices where they shared their stories and took pictures with present-day management. We also honored the founders at our 40th anniversary open house event. Our founders were impressed to learn, that after MFA's rocky beginnings, the organization has operated without a controversy through the presented day. MFA, in turn, was so impressed with the founders' dedication that we produced a commemorative book for the 40th anniversary and created a Power Point presentation that chronicled this unknown history. The Power Point became a favorite presentation for legislators and other elected officials who remember or played a role in the creation of MFA.

Logo: With the story in place, MFA began its design work with a 40th anniversary logo. The graphically strong logo was also flexible, giving the campaign "legs" so it could be easily extended into other media. Drawing on MFA's well-recognized brand, the logo utilized MFA's signature teal color and pulled in a "southwest" orange to reflect New Mexico. The logo mimicked a stamp so that it could be overlaid on existing materials. It incorporated art deco fonts and design elements to summon a feeling of age and history. Different versions of the logo (four-color primary logo, black and white primary logo, black and white emblem, a stamped black and white emblem and a faded stamped emblem) made it possible to brand anything and everything that MFA produced in 2015. The logo appeared on every communication that went out, from servicing receipts to daily e-mails. To catch the attention of walk-in and passing traffic, it was prominently featured in exterior signage attached to the MFA building, decals installed by the front door, a handcrafted wooden sign hung in the lobby, and in special banners used at MFA events throughout the year.

"Housing Landmarks" Poster and Website: Next, pictures and words came together in a timeline graphic of MFA's history. Titled "Housing Landmarks," the graphic elaborated the art deco look of the 40th anniversary logo and gave readers an instant visual overview of MFA's history, programs and impact on New Mexico. Rather than a typical linear timeline, Housing Landmarks emphasized MFA's 40-year production numbers, surrounded by brief narratives of milestones ("landmarks") for each decade with corresponding photos and quotes. MFA multi-purposed the timeline by printing it as a stand-alone commemorative poster and as a 20" x 25" foldout in MFA's annual report, which was also 40th anniversary themed. Significantly, MFA made the Housing Landmarks timeline into an interactive web site: <http://mfa.zbytesoftware.net/>. The web site allowed readers to expand the Housing Landmarks graphic into 28 original stories, 10 info boxes and 126 photos. Stories featured more detailed history such as the evolution of MFA programs and departments and quotes from board members and

executive directors throughout the years. Through the web site, MFA could provide a detailed account of its history for interested parties, rather than bogging down printed materials with excessive text.

Other Collateral: MFA made good use of its standard printed materials to promote the 40th anniversary. MFA's annual report, legislative materials, newsletters and stationary were all branded for the 40th anniversary. In addition, MFA developed special collateral including a two-sided 40th anniversary card with a brief timeline and production numbers, thank you notes and a 40th anniversary art deco pin.

Finally, MFA produced two additional pieces of collateral for which it did not plan initially. "MFA: 40 Years of Housing" is a commemorative book inspired by stories from MFA's founders and long-time staff members. The 16-page hardbound book consolidated stories from the web site and included "then and now" photos of MFA founders and MFA's building. It was used as a gift item for VIPs including the founders and others who contributed significantly to MFA over the years. MFA also developed a Power Point presentation of its history targeted to state legislators and community leaders. The presentation was made to MFA's Legislative Oversight Committee, the MFA board of directors and staff, and was shared with other communities and elected officials upon request.

Measurable Results

MFA reached thousands of New Mexicans through its 40th anniversary campaign. Countless customers making payments or sending emails to MFA linked to the Housing Landmarks web site, which had more than 10,700 hits, with most visitors staying 10 minutes or more. A targeted list of 3,000 people received five separate e-blasts that provided information on MFA programs and linked to stories about various "landmarks" on the web site. The e-blasts were doled out on a monthly basis as new stories appeared. More than 300 copies of the Housing Landmark poster and 500 of the annual report were distributed. In addition to the thousands of people who drove past MFA's building every week, 40th anniversary signage was seen by hundreds of people at more than two dozen events and tradeshow. The 40th anniversary-themed open house, which was held in September 2015, drew almost 300 people. Guests saw historic photo collages and met some of MFA's founders. All 112 legislators and dozens of local officials received 40th anniversary pens and themed legislative materials as well as commemorative books. More than 200 anniversary-themed thank you notes were sent from MFA staff to our partners and elected officials.

Effective (and Efficient) Use of Resources

For a fraction of the cost of a traditional marketing campaign, MFA was able to reach thousands of New Mexicans with a clear message of who MFA is, what we do and the impact we have in our state. From people driving by or walking in to elected officials and community partners, the 40th anniversary campaign allowed us to raise the value and recognition of our organization without making a sales pitch. Our approach made effective use of resources by piggy-backing 40th anniversary branding on standard marketing and collateral pieces. In this way, we reached customers, partners and others through means of communication that were already paid for through MFA's annual budget.

The total cost of MFA's year-long 40th anniversary public relations campaign was \$51,582. This does not include costs that are normally incurred in an average year for items such as the annual report, stationary printing and event production. Special 40th anniversary costs included: Design: \$11,989, Production: \$8,321, Web site: \$14,624, Commemorative book: \$16,648.

MFA 40th Anniversary Campaign
Anniversary Logo & Stationery

Stamped Letterhead



Thank You Card



Logo Variations



Black & White



Color Emblem



Stamped Emblem

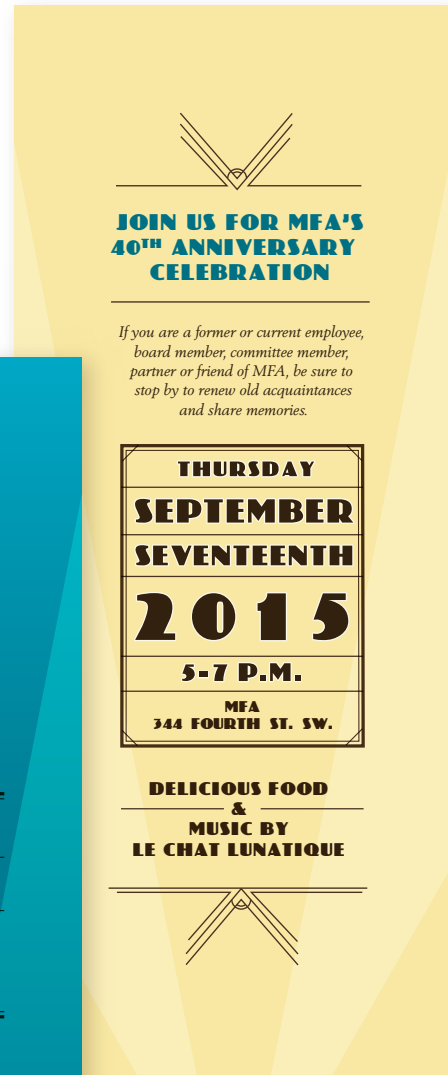


E-Signature Graphic



MFA 40th Anniversary Campaign
Open House Invitations

Save the Date Card



E-mail Invitation



Printed Invitation



MFA 40th Anniversary Campaign Signage

Exterior Banner



Interior Banner



Interior Signage



MFA 40th Anniversary Campaign
Housing Landmarks Interactive Website

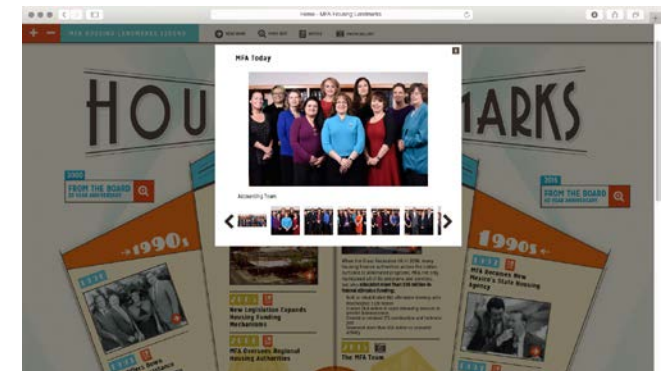
Responsive Design Website



Features & Highlights



Pop-up Articles

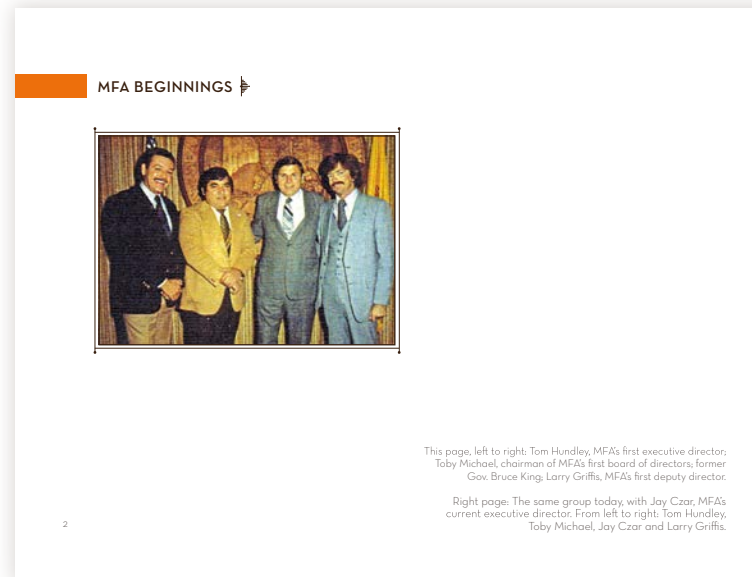


Pop-up Photo Galleries

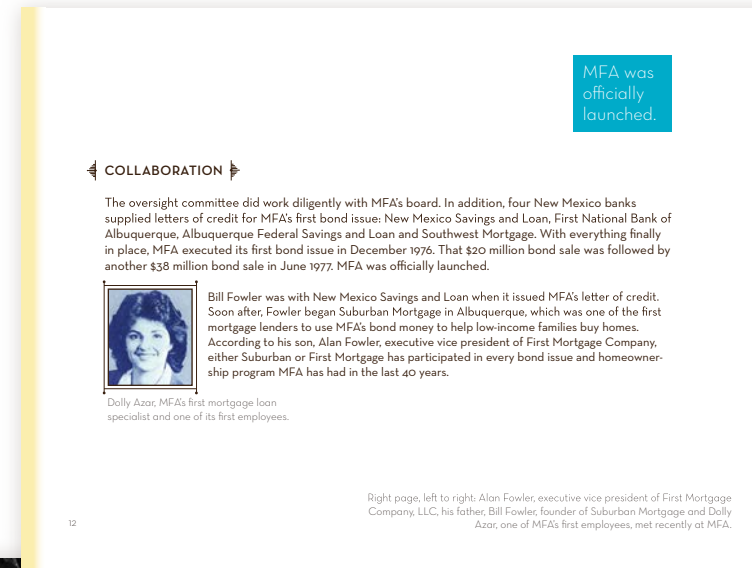


Mouseover Photo Captions

MFA 40th Anniversary Campaign
MFA 40 Years History Book



This page, left to right: Tom Hundley, MFA's first executive director; Toby Michael, chairman of MFA's first board of directors, former Gov. Bruce King; Larry Griffin, MFA's first deputy director.
Right page: The same group today, with Jay Czar, MFA's current executive director. From left to right: Tom Hundley, Toby Michael, Jay Czar and Larry Griffin.

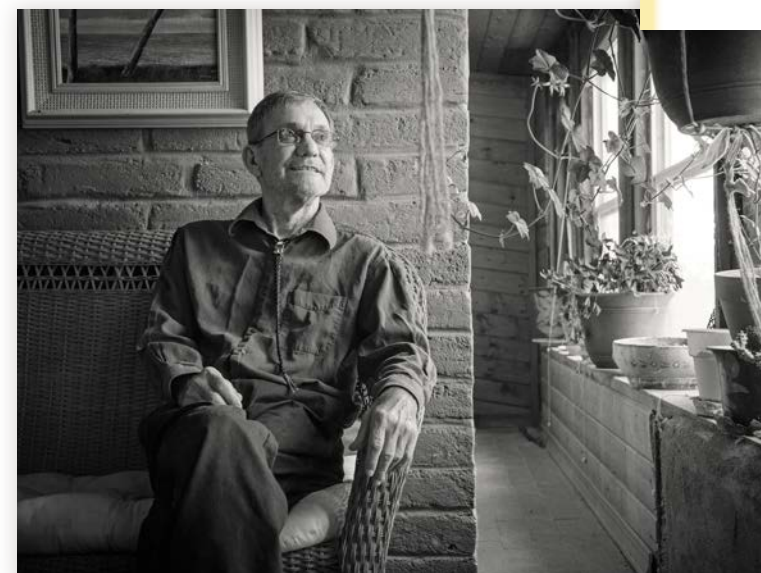


Bill Fowler was with New Mexico Savings and Loan when it issued MFA's letter of credit. Soon after, Fowler began Suburban Mortgage in Albuquerque, which was one of the first mortgage lenders to use MFA's bond money to help low-income families buy homes. According to his son, Alan Fowler, executive vice president of First Mortgage Company, either Suburban or First Mortgage has participated in every bond issue and homeownership program MFA has had in the last 40 years.
Dolly Azar, MFA's first mortgage loan specialist and one of its first employees.

Right page, left to right: Alan Fowler, executive vice president of First Mortgage Company, LLC, his father, Bill Fowler, founder of Suburban Mortgage and Dolly Azar, one of MFA's first employees, met recently at MFA.



"My dad's staff at Suburban could get the money out the door and into the hands of first-time homebuyers quickly. Suburban and Charter Bank were MFA's primary lending partners for many years."
— Alan Fowler, Executive Vice President, First Mortgage Company, LLC



Left page: Eric Schmieder reflects on what his home has meant to him and his family.

"We were lucky and persistent," Schmieder said of acquiring his home. "We found a parcel of land to build on that we loved. It was -- and is -- beautiful and wild. We helped build the house with dirt from Albuquerque. We weren't looking to flip a house. We wanted a place to call 'home.'"

Schmieder said it was important to him to create a permanent home for his family because he understood what home means. He grew up in the house where his mother was born and lived in until two years before her death. "Roots like that mean a lot. They really do," he said.

Schmieder and his wife raised their two sons in the house MFA helped them buy. In 1999 they refinanced in order to buy a home down the road for their son. Schmieder's son, daughter-in-law and two grandchildren still live there.

Sadly, Schmieder's wife passed away in 2003 after a three-year illness. But it meant everything to his wife, he said, to spend the last years of her life in their home. "She was safe and comfortable in the house she helped build," Schmieder said. "It gave her a lot of solace. I think about how these homes meant so much to my mother and wife -- the most important people in my life."



This page, top: Construction of Eric Schmieder's home in Albuquerque's Los Duranes neighborhood.

This page, bottom: Karlos Schmieder, age 3, sits in a window of his unfinished house in 1997. Karlos and his brother, Jason, grew up in the home MFA helped build.