



## 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).

## **It's a Time to Buy a Home** **Communications: Promotional Materials and Newsletters**

### **Overview**

With the spring homebuying season on the horizon, but not quite yet ready to launch two new homeownership programs, RI Housing **needed a way to remain top-of-mind for homebuyers during what is traditionally our highest volume time of year.**

Ad campaigns in support of our soon-to-be-launched FirstDown and RI-Refi programs had to be delayed until the programs were approved and ready to launch. Not wanting to miss any part of the homebuying season, **we developed a "to the point" ad campaign to promote the major highlights of our loans for first-time homebuyers. With a simple message: "It's Time to Buy a Home," the campaign resonated with homebuyers, realtor and lender partners, helping offset the sluggish start to mortgage activity in the first months of the year!**

### **Finding a Message that Resonates**

We had lots of creative ideas but wanted something that was graphic, really stood out from other campaigns we had seen or done and would really catch the attention of the **intended audience: current renters**. In strategy sessions we defined who our homebuyer audience was and what aspects of our loan programs would resonate most with them. Understanding that there's always a segment of the homebuying population who is on the cusp of taking that first step, but something is holding them back, we **targeted those prospective homebuyers who are currently renting with a focus on three highlights of our programs that would give them just what they needed to enter the market:**

- **Down Payment Assistance**
- **Closing Cost Assistance**
- **100% Financing**

### **Simple, Creative and Actionable**

With three aspects of our loans to highlight, we **developed a three-part "series" of ads** for print, electronic (web and social media), and radio. With three similar but different ads, we wanted listeners to prick up their ears and anticipate and look forward to the next ad in the series.

We began with **illustrations and text that all renters can relate to:**

- No Pets Allowed,
- No Guest Parking,
- Laundry is Coin Operated

but flipped them to the "positive":

- All Pets Allowed,
- Guest Parking Allowed,
- Laundry is Not Coin Operated

*And let's be honest—what campaign featuring adorable cats and dogs (to appeal to both cat and dog owners!) doesn't catch people's attention? Check any Facebook post about pets and you're likely to see more "likes" and "shares" than most social media interactions.*

Restrictions on pets, laundry and guest parking are many of the issues renters may feel they've outgrown and why they seek the "independence" of homeownership. The strong design aspect of the ads reflects the signage often seen at rental properties.



## Tactics

With a limited budget, we were able to develop a **multi-pronged approach that effectively utilized our existing communications channels** (social media, website, homebuying microsite) in addition to paid advertising such as **radio and digital** in both **English and Spanish** outlets as well as **earned media**.

Primarily a radio and digital ad campaign, in digital advertising we included the **sub-head of "Make Your Next Click Your Next Step," reinforcing the "take action" message of "It's Time to Buy a Home."** For online, the "click" took visitors directly to our homebuying microsite where they could start their journey, sign up for homebuyer education, reach out to a mortgage originator, and find out more about eligibility requirements.

Set for two-month air time for online, digital and radio, the campaign ran from April 1 to May 31 and included:

- Radio: 4 local stations (3 English, 1 Spanish)
- Pandora Radio (Adults 25-54, English and Spanish)
- Social Media: Facebook Advertising
- Real Estate Web: Zillow/Trulia
- RI Living.com
- Realtor.com

## Take Action Today

Wanting to bring homebuyers in who were staying on the sidelines, all messaging surrounding the campaign was "action oriented." Building off of "It's Time to Buy a Home," "Make Your Next Click Your Next Step" and "It's time for a Change," all messaging reinforced the idea that **now was the time to buy**.

## Outcomes

The first quarter of 2017 was off to a sluggish start for mortgage lending activity. Registrations for the month of March were down by more than 20% compared to 2016. And April stats continued that trajectory (registrations were down by almost 40% compared to April 2016). **But by May, one-month into our ad campaign, with our ad campaign drawing attention from homebuyers, we turned a corner and were up by more than 48% compared to last year!!!** At the writing of the nomination, our end-of-month numbers are not yet in, but this positive trajectory continues despite the tight inventory of available homes on the market.

**Year-over-year Registration Comparison:**

| Month    | % change from 2016 |
|----------|--------------------|
| January  | -0.2%              |
| February | -30%               |
| March    | -21%               |
| April    | -38%               |
| May      | <b>+48% !!!</b>    |

Note: The above comparison takes seasonality out of the equation and coincides with the campaign’s launch.

**Analytics:**

Campaign analytics show remarkable results and the very **real need for a spring homebuying campaign to raise awareness of our programs, increase site traffic and improve sluggish registration activity.**

Digital advertng directed traffic to the home page of our loans microsite. When reviewing website traffic, it became clear that without a new homebuying program to launch (in 2016 we were promoting our Ocean State Grad Grant and Renewed Homes programs) we were missing out on web visitors.

**Web Traffic: 2016 vs 2017**

| 2016   | # Visitors      | 2017  | # Visitors      |
|--|-----------------|---|-----------------|
| Feb 1, 2016 – March 31, 2016   | 14,000 visitors | Feb 1, 2016 – March 31, 2017  | 9,000 visitors  |
| <b>Early 2016 web traffic was strong as we had two new programs to promote</b> |                 | <b>2017 web traffic significantly behind 2016 numbers without new programs to promote</b>   |                 |
| April 1, 2016 – May 31, 2016   | 12,000 visitors | April 1, 2017 – May 31, 2017  | 18,000 visitors |
| <b>Saw decrease in web traffic this same period in 2016</b>                    |                 | <b>Doubled web traffic from previous two months due to ad campaign and 33% increase in site visitors from same period in 2016!!</b> |                 |

**With outstanding results and a significant turn-around on registration activity, we are planning to re-purpose the campaign for the fall homebuying season** —getting maximum impact out of it’s design and development.

## Early Concepts: Too wordy, no action and imagery not clear, may not resonate with renters considering homeownership

**Landlord Says The Shower Will Be Fixed In Just Two WEEKS...**



**It's Time For A Change.**

**Buy Now And Put Your Money To Work For You.  
No Downpayment, No Closing Costs...  
And Your Sanity Will Thank You.**

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44 Washington Street, Providence, RI 02903 | [rhodeislandhousing.org](http://rhodeislandhousing.org) | 401-457-1180

**First Month, Last Month, Security Deposit AND No Pets...**



**It's Time For A Change.**

**Buy Now And Put Your Money To Work For You.  
No Downpayment, No Closing Costs...  
And Fido Will Thank You.**

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44 Washington Street, Providence, RI 02903 | [rhodeislandhousing.org](http://rhodeislandhousing.org) | 401-457-1180

**The Basement Is Fine, And Living With The Folks Is Great...**



**It's Time For A Change.**

**Buy Now And Put Your Money To Work For You.  
No Downpayment, No Closing Costs...  
And Mom And Dad Will Thank You.**

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44 Washington Street, Providence, RI 02903 | [rhodeislandhousing.org](http://rhodeislandhousing.org) | 401-457-1180

Refined Concept: still too wordy and unclear what "action" to take

~ Landlord Says ~

# LAUNDRY IS COIN OPERATED



**It's Time to Buy A Home.**

Os aut quaed quodion nonse volut odi blat lautas et rem non resequia de lace prae. Otatem endic tem re voluptatis restem evenemporro totaep libuscietur sece aquasimpos reperibus et reptatque ma nos samendias aut aut eumendit et ris volorempe moluptas adi doluptaque sequeae cus sint quo odic tem quiditat omnit endant assit, officia ntsit hilicimint pre nati blaut vereptus, ut que quam andam quaesti occusam harcis quatum ernat.

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Rhode Island Housing

44 Washington Street, Providence, RI 02903 | rhodeislandhousing.org | 401-457-1180

~ Landlord Says ~



# NO GUEST PARKING

**It's Time to Buy A Home.**

Os aut quaed quodion nonse volut odi blat lautas et rem non resequia de lace prae. Otatem endic tem re voluptatis restem evenemporro totaep libuscietur sece aquasimpos reperibus et reptatque ma nos samendias aut aut eumendit et ris volorempe moluptas adi doluptaque sequeae cus sint quo odic tem quiditat omnit endant assit, officia ntsit hilicimint pre nati blaut vereptus, ut que quam andam quaesti occusam harcis quatum ernat.

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Rhode Island Housing

44 Washington Street, Providence, RI 02903 | rhodeislandhousing.org | 401-457-1180

~ Landlord Says ~



# NO PETS ALLOWED

**It's Time to Buy A Home.**

Os aut quaed quodion nonse volut odi blat lautas et rem non resequia de lace prae. Otatem endic tem re voluptatis restem evenemporro totaep libuscietur sece aquasimpos reperibus et reptatque ma nos samendias aut aut eumendit et ris volorempe moluptas adi doluptaque sequeae cus sint quo odic tem quiditat omnit endant assit, officia ntsit hilicimint pre nati blaut vereptus, ut que quam andam quaesti occusam harcis quatum ernat.

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Rhode Island Housing

44 Washington Street, Providence, RI 02903 | rhodeislandhousing.org | 401-457-1180



**FINAL CONCEPTS: Clear, actionable, focused on major highlights of loan products; perfect for digital and social media**

It's Time To Buy A Home



**ALL PETS ALLOWED**

Make Your Next Click Your Next Step

Down Payment Assistance • Closing Cost Assistance • 100% Financing



It's Time To Buy A Home

**LAUNDRY IS NOT COIN OPERATED**



Make Your Next Click Your Next Step

Down Payment Assistance • Closing Cost Assistance • 100% Financing



It's Time To Buy A Home



**GUEST PARKING ALLOWED**

Make Your Next Click Your Next Step

Down Payment Assistance • Closing Cost Assistance • 100% Financing




**Digital/Online advertising: all with redirect to home page of our loans microsite**  
**Ads “pop” on busy online space**

realtor.com BUY SELL RENT MORTGAGE Find REALTORS® LOCAL NEWS & ADVICE Sign In / Sign Up

Newport, RI x  Any Price Any Beds Any Baths Any Property Type More Filters Save Search

Rhode Island > Newport County > Newport


Newport, RI Real Estate & Homes for Sale 206 Homes sorted by Relevant Listings List Map



**\$315,000**  
 35 Pelham St Unit B, Newport, RI 02840  
 Downtown Newport  
 Condo/Townhome/Row Home/Co-Op

1 bd 1 ba 757 sq ft 1 car


Contact Agent



**\$995,000**  
 14-16-2 Bull, Newport, RI 02840  
 Broadway  
 Multi-Family Home

6,090 sq ft 8,276 sq ft lot 3 car

Contact Agent



**\$835,000**  
 41 Annandale Rd, Newport, RI 02840  
 Memorial Boulevard  
 Multi-Family Home

2,840 sq ft 3,049 sq ft lot

Contact Agent

**It's Time To Buy A Home**

**LAUNDRY IS NOT COIN OPERATED**

**Make Your Next Click Your Next Step**

- Down Payment Assistance
- Closing Cost Assistance
- 100% Financing


Rhode Island Housing

Newport, RI Housing Market Schools

Popular Searches: Newest Listings, Price Reduced, Waterfront, Basement, Open Houses, Swimming Pool, Two Car Garage

Be prepared to buy  
 A pre-approval letter from a lender makes your offer stronger.

Get Pre-Approved



25 Photos Map Tour

For Sale - Active **10 Calef Ave** Be Ready to Buy. How Much Can You Borrow? **\$1,185,000**

Narragansett, RI 02882 Directions Commute Time

2 beds • 1 full, 1 half baths • 1,733 sq ft • 0.23 acres lot

lendingtree Calculate My Payments With Actual Lenders

Property Details for 10 Calef Ave

Open House None at this time

Request a Private Showing

Overview Spectacular oceanfront home on one of Narragansett's best on the rise waterfront locations. 180 Degree views from Point Judith to Newport. Open floor plan, first floor master suite, SS appliances. Potential for 3rd Br

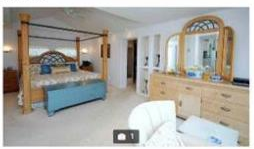
Key Facts:
 


- Style: Contemporary Cottage
- Single family home
- Year built: 1948
- Price/Sq Ft: \$684
- 316 days on realtor.com®
- Status: Active

Schools:
 

- School Information Not Available

Features

Bedrooms:  Beds Total: 2

Bathrooms:  Baths Full: 1, Baths Half: 1

Phone

I'm interested in 10 Calef Ave

I want to get pre-approved by a lender.

Contact Agent

By sending a request, you agree to our Privacy Policy.

Save This Property

Share Print

Narragansett Housing Market Schools

Popular Searches: Newest Listings, Price Reduced, Waterfront, Basement, Open Houses, Swimming Pool, Two Car Garage, Single Story

**It's Time To Buy A Home**

**GUEST PARKING ALLOWED**

**Make Your Next Click Your Next Step**

- Down Payment Assistance
- Closing Cost Assistance
- 100% Financing

Rhode Island Housing



Greenville, RI   Any Price Any Beds Any Baths Any Property Type More Filters

30 Homes sorted by Relevant Listings



**\$519,000**  
21 Rosemary Ln, Smithfield, RI 02828  
West Greenville  
Single Family Home

|    |    |       |           |     |
|----|----|-------|-----------|-----|
| 4  | 2+ | 3,281 | 0.69      | 2   |
| bd | ba | sq ft | acres lot | car |



**\$224,900**  
32 Sprague St, Smithfield, RI 02828  
Central Greenville  
Single Family Home

|    |    |       |           |  |
|----|----|-------|-----------|--|
| 4  | 1  | 1,075 | 0.28      |  |
| bd | ba | sq ft | acres lot |  |



**\$344,900**  
6 Maplewood Orchard Dr, Smithfield, RI 02828  
Spragueville  
Single Family Home

|    |    |       |           |     |
|----|----|-------|-----------|-----|
| 3  | 2+ | 1,930 | 0.23      | 2   |
| bd | ba | sq ft | acres lot | car |

**It's Time To Buy A Home**

**ALL PETS ALLOWED**

**Make Your Next Click Your Next Step**

- Down Payment Assistance
- Closing Cost Assistance
- 100% Financing

Rhode Island Housing

Greenville, RI  
Housing Market | Schools

Popular Searches

- Newest Listings
- Price Reduced
- Two Car Garage
- Open Houses
- Swimming Pool
- Basement

**Be prepared to buy**  
A pre-approval letter from a lender makes your offer stronger.

Powered by: Columbia Bank Residential Brokerage - Cumberland

**Complimentary Ad produced for instances where three-part series does not work (on home page of our rhodeislandhousing.org website and loans microsite)**

**HELPING RHODE ISLANDERS**  
Rhode Island Housing strives to ensure that all people who live or work in Rhode Island can afford a healthy, attractive home that meets their needs. A good home provides the foundation upon which individuals and families thrive, children learn and grow, and communities prosper.

[View RFPs](#) [Public Notices](#) [Rental Resource Guide](#)

**All Pets Allowed**  
It's Time to Buy a Home.  
Down Payment Assistance  
Closing Cost Assistance  
100% Financing

**Rhode Island Housing**

about us | find a home or apartment | contact us | site map | para español |

our mission  
our products & services

for homebuyers & owners  
for renters  
for landlords

career opportunities  
for business partners  
for cities & towns  
for legislators  
for community agencies

accountability & transparency

for employees

more. [Find out more about Online homebuyer education.](#)

Visit Our Homeownership Microsite!

Get out of housing trouble

Build better homes and communities

**2016 Annual Report: Housing Investment Strengthening Our Communities. Strengthening Our Economy.**

**NEWSROOM**  
releases • articles • RFPs

affiliated sites

**Rhode Island Housing HelpCenter**  
a safe place for home help

**HHFRI**  
Hardest Hit Fund - Rhode Island

**eHomeAmerica**

**It's a Great Time to Buy!**



We've launched our spring homebuying ad campaign and we're excited to share it! The campaign promotes why now is a good time to buy, highlighting our down payment and closing cost assistance and 100% financing. Look and listen for the ads on real estate related websites and local radio stations.

[Listen to the radio ad](#)

Online Banner Ads (design works in various formats without losing message or “call to action”)



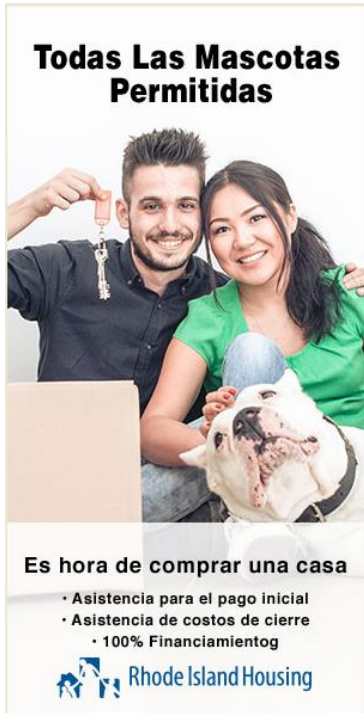
 **GUEST PARKING ALLOWED** It's Time To Buy A Home  
 Rhode Island Housing



 **ALL PETS ALLOWED** It's Time To Buy A Home  
 Rhode Island Housing




 **LAUNDRY IS NOT COIN OPERATED** It's Time To Buy A Home  
 Rhode Island Housing



**Todas Las Mascotas Permitidas**

Es hora de comprar una casa

- Asistencia para el pago inicial
- Asistencia de costos de cierre
- 100% Financiamientog

 Rhode Island Housing



**Todas Las Mascotas Permitidas**

Es hora de comprar una casa

- Asistencia para el pago inicial
- Asistencia de costos de cierre
- 100% Financiamientog

 Rhode Island Housing



**Es Hora de Comprar Una Casa**

- Asistencia para el pago inicial
- Asistencia de costos de cierre
- 100% Financiamiento


 Rhode Island Housing 



**Facebook Advertising: more than 44,000 people reached; 81 “shares” with many being realtor and lender partners! (great return on investment!!)**


**Rhode Island Housing**  
Written by LIN Digital [?] · April 4 · 🌐

Now is a great time to buy your first home



**ALL PETS ALLOWED**  
It's Time to Buy a Home.

- Down Payment Assistance
- Closing Cost Assistance
- 100% Financing

 Rhode Island Housing

**First Time Home Buyers!**

Rhode Island Housing is offering First Time Home Buyer programs designed to help you get into a home now - with 100% financing, and assistance with closing costs and your down payment.

[LOANS.RHODEISLANDHOUSING.ORG](https://loans.rhodeislandhousing.org) [Learn More](#)

44,299 people reached


Like Comment Share

190 Chronological


81 shares 17 Comments




**Realtor and Lender partners shared the post, jumping onboard with our ad campaign and expanding our outreach!**

 **Alexander Parmenides Realtor** shared [Rhode Island Housing's](#) post.  
May 12 at 2:37am · 🌐


Sharing great opportunities for First Time Home Buyers. I'm Here for you! to making your dream come true!

 **Rhode Island Housing**  
April 4 · 🌐


Now is a great time to buy your first home




**First Time Home Buyers!**  
Rhode Island Housing is offering First Time Home Buyer programs designed...  
LOANS.RHODEISLANDHOUSING.ORG [Learn More](#)

 **Real Estate Brokerage LLC** shared [Rhode Island Housing's](#) post.  
May 15 at 10:30am · 🌐

Now is a great time for first time home buyers ...

 **Rhode Island Housing**  
April 4 · 🌐

Now is a great time to buy your first home



**First Time Home Buyers!**  
Rhode Island Housing is offering First Time Home Buyer programs designed...  
LOANS.RHODEISLANDHOUSING.ORG [Learn More](#)



**Rhode Island Housing** shared their post.

Published by Mary Kate Harrington [?] · April 11 · 🌐



Thinking about buying your first home? It's a great time to buy! Let us help you meet your 2017 #HomeownershipGoals



**Rhode Island Housing**

Written by LIN Digital [?] · April 4 · 🌐

Now is a great time to buy your first home



## First Time Home Buyers!

Rhode Island Housing is offering First Time Home Buyer programs designed to help you get into a home now - with 100% financing, and assistance with closing costs and your down payment.

[LOANS.RHODEISLANDHOUSING.ORG](http://LOANS.RHODEISLANDHOUSING.ORG)

[Learn More](#)



**Rhode Island Housing**

Published by Mary Kate Harrington [?] · April 28 · 🌐



Have you seen our spring homebuying ads? Highlighting why now is a great time to buy a home! #HomeownershipGoals

**It's Time To Buy A Home**



**ALL PETS ALLOWED**

**Make Your Next Click Your Next Step**

Down Payment Assistance • Closing Cost Assistance • 100% Financing



Rhode Island Housing

975 people reached

[Boost Post](#)

## RADIO SCRIPTS

Tag lines:

#1: I'm Barbara Fields Executive Director Rhode Island Housing.

To find out more go to Loans(dot)Rhode Island Housing (dot) org

#2: I'm Barbara Fields Executive Director Rhode Island Housing.

Now is a great time to buy your first home.

To find out more go to Loans(dot)Rhode Island Housing (dot) org

:30 second spot

So you've found that first home you love but don't think you can't afford it? You may be surprised.

I'm Barbara Fields-executive director of Rhode Island Housing.

The market is seeing one of its best times for home buyers- but it won't last forever. Rhode Island Housing is offering First Time Home Buyer programs designed to help you get into a home **now** - with 100% financing, and assistance with closing cost and your down payment.

Go to loans.rhodeislandhousing.org to learn more.

## Coin Operated Radio Spot:

<https://www.youtube.com/watch?v=ZQWjVZ9EkoY>



## All Pets Allowed Radio Spot:

<https://www.youtube.com/watch?v=aFy1w0ISS4I>

Spanish Version:

<https://www.youtube.com/watch?v=7O-vgP32zAs>



## Guest Parking Allowed Radio Spot:

[https://www.youtube.com/watch?v=7k45\\_vXbo7Y](https://www.youtube.com/watch?v=7k45_vXbo7Y)



## Radio Spot with Executive Director:

<https://www.youtube.com/watch?v=MbbTacJdf8M>

