

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

Time Period: May 1, 2012 – July 14, 2014 (Three program years)

Innovative: The Iowa Finance Authority's social media contest template was created to collect homeownership success stories from Iowans, build a partnership with the Iowa Association of REALTORS® and provide a benefit to our partner lenders and REALTORS® by offering them a fun opportunity for their clients. All of this is done, while stressing the benefits of owning a home and keeping the programs that the Iowa Finance Authority offers top-of-mind – in a fun way!

Need/Opportunity: We identified an opportunity to help re-energize the housing market in Iowa and concentrate on building relationships with our partner lenders and REALTORS®. Our partner lenders and REALTORS® are truly the faces of our homeownership programs and we wanted an exciting way to engage them with a marketing initiative that would provide benefits to them and traffic to their offices. Not only did we have a desire to build these relationships; we also saw it as an opportunity to educate our partners and Iowans about our programs. We also wanted to turn this opportunity into something **fun** – so people enjoyed learning about homeownership, and the steps to get there, but to also excite them about the possibilities of owning a home.

Multi-Targeted Audiences:

Iowa Home Buyers: Our overall goal was to reenergize and excite Iowans about owning a home. Each program year, we continue to foster excitement about owning a home in conjunction with National Homeownership Month in June.

Lenders: We wanted to build a marketing initiative around helping our network of lenders – to strengthen relationships and program understanding, and to assist them in furthering client connections or making new ones to foster homeownership.

REALTORS® and Real Estate Agents: We forged a partnership with the Iowa Association of REALTORS®. This relationship has grown over the last three years and fostered mutual benefits well above and beyond the scope of the social media contest.

Achieve strategic objectives:

Goal I: Each year we set our sights on having 100 Iowa lenders, REALTORS® or home buyers participate.

Goal II: Help Iowans reap the benefits of homeownership through educating them about our programs. We tracked education through participation:

- Number of entries received
- Facebook analytics
- Level of engagement with our page
- Page reach
- Votes received on entries
- Media coverage
- Partnerships

Our goal each year is to have 100 entries, an engagement increase of 100 percent and to receive at least 1,000 votes on all entries.

Demonstrate effective use of resources: The solution to this multi-faceted marketing initiative was a Social Media Contest Template. We have engaged our partners and homeowners on several different campaigns over the course of the template's inception three years ago: The Meaning of Homeownership Contest, Home in Paradise, Under Construction and When a House becomes a Home. With each contest, we've successfully fine-tuned the rules to optimize participation and reach, while decreasing staff time and budget.

To further incent Iowans and our partners to participate, we offer prizes. The entry with the most votes has grown from a prize of \$1,500 to \$5,000, and the lender and REALTOR® with the most combined votes on all of their entries has changed from a \$2,500 community betterment grant to publicity benefits, upon further feedback from our partners.

In working with the Iowa Association of REALTORS® to make the initiative successful, we have fostered a strong relationship and their contributions have gone from \$2,500 to \$5,000, plus joint marketing and discounts on gift card prizes to Lowe's through an Iowa Association of REALTORS®/Lowe's partnership.

Replicable: See *Contest Marketing Template* for a pre-made tutorial for building the contest and all the fun details on engagement with our partners and Iowans.

The contest was created in a format that can be easily adjusted to fit the needs of lenders and REALTORS® in any state and with any topic. In fact, we have realized such success and built so many beneficial relationships that the Iowa Association of REALTORS® requests to do a contest each program year.

Other state Housing Finance Authorities have inquired about our contests and have also put to use our social media template as well!

Provide Benefits that Outweigh Costs: The original projected budget for the contest was \$20,000. Associated costs include the prizes, costs for surprise squad stops, travel and signage. After scaling back on the printing of materials, working with the Iowa Association of REALTORS® to do in-kind photo/video shoots and adjusting media events and prizes, we have been able to realize a savings of more than \$10,000. This year, our projected budget is set for \$9,000, a 50 percent reduction of costs!

Achieve Measurable Results:

Goal I: As set out in our measurable goals for the contest, we far exceed the goal for participation, with almost 300 lenders and REALTORS® actively participating by including information in their newsletters, assisting us with events and other outreach efforts and encouraging their clients to participate statewide annually.

Goal II: We receive well over 100 entries for the contest annually and during the 2012 contest period; we solicited more than 13,000 votes over the course of the week-long voting period in July. Currently, we've seen a 370 percent increase in Facebook engagement. In short, the contest goes viral each time we run a campaign.

Mailing List Building: The addition of nearly 8,000 REALTORS®, provided in part by the Iowa Association of REALTORS®, to our database through the mailing to contest stakeholders.

Relationships: Fostered nearly 300 relationships amongst lenders & REALTORS during the contest period. Continued partnership with our 400 Participating Lenders across the state and the addition of a new partnership with the Iowa Association of REALTORS®.

At the conclusion of each campaign, we hold media events for our winners, which generate significant coverage for the Iowa Finance Authority, the winning homeowner and the lender and REALTOR®.

Most notably, we are able to take the stories we've gathered over the last three years and can reuse the material to showcase the faces of affordable homeownership, celebrate success and provide inspiration to others!

CONTEST MARKETING TEMPLATE

Timeline:

Late March	Campaign Launch.
April-May	1) Heavy marketing to lenders/REALTORS®/homeowners via meetings throughout the state, mailings, emails, news release and social media.
June	1) Submission of entries
	2) Iowa Finance Authority marketing team road crew to document the competition via social media networks.
Early July	Online public Facebook voting – vote for your favorite once a day.
Mid-July	Announcement of winners.
End of July	News conference and prize presentation.

Phase I: Marketing to Lenders & REALTORS®

Our first step is to register our partners and involve them in participating with their clients. We have engaged our audience by the following methods:

- Bulk mailing endorsed by the Governor and Lieutenant Governor. Sent to 11,000 Iowa lenders and REALTORS®.
- News conference with the Governor and Lieutenant Governor to announce the contest.
- Communication at scheduled trainings and meetings.
- Media tour or stops to solicit participation and garner in-kind regional media.
- Emails to foster registration or participation.
- Provided articles to publish in partner newsletters. (ex. Iowa Association of REALTORS®, Iowa Bankers Association and Iowa Mortgage Association)

We provide instruction to our participating lenders and REALTORS®, walking them step-by-step through the submission process. Through the program years, and with feedback from our partners, we started with a seven-step process and have been able to scale back to make the process more streamlined. Now our partners are only asked to help with step one.

1. **Display contest information, add brief contest verbiage to email signatures or newsletters and share the contest with client list.**
2. Provide each individual with a photo release form, and obtain signatures.
3. Provide the participant with a memo board to write a word or short phrase that describes what homeownership means to them.
4. Use your camera to obtain a headshot of the individual/family holding the memo board with their word.
5. Please send the individual/family with the memo board and any other Iowa Finance Authority materials in your kit that would be helpful. Please let them know to visit [Facebook.com/iowaFinance](https://www.facebook.com/iowaFinance) to vote for a chance to win!
6. Submit photos for inclusion in the Facebook contest online at [iowaFinanceAuthority.gov/Contest](https://www.iowaFinanceAuthority.gov/Contest) or via email to ifafyi@iowa.gov. Each photo file should be saved as the entrants' first and last name. Please also electronically submit all photo releases with corresponding pictures via the online form or email.
7. All photos must be received by the deadline to be included.

Phase II: Marketing to Home Buyers

During the contest period, we continued to generate interest and market the campaign through:

- Bulk mailing endorsed by the Governor and Lieutenant Governor. Sent to 2,000 IFA borrowers.
- Communication at scheduled trainings and meetings.
- News conference with a partnering lender and REALTOR®, as well as an entrant, in each market.
- Email updates to foster competition and provide status updates.
- Utilized Facebook, Twitter, Foursquare and YouTube to again foster competition and provide updates.

News conferences have been held throughout the state in each media market, and have proven to be a great success. We utilize our partner, the Iowa Association of REALTORS®, to hold media events in the cities we visit and we invite a local participating lender, REALTOR® and entrant to speak about the contest and homeownership trends in their area. Not only does this provide for media coverage about the contest, but it also helps further educate all Iowans on the importance of homeownership.

2014 Contest Overview

General Concept

We're asking Iowa home buyers to share their success! Whether a young couple who found their first home, a family that expanded into a new home with space for baby, moving into a new home with a mother-in-law suite so a family can stay together, owning a pet-friendly home in order to adopt a new family member from the local animal shelter, or taking the steps from homelessness to homeownership...we want to hear how homeownership has made Iowans' dreams come true! Tug at our heartstrings...we encourage you to support your success story with a photo or video.

Submissions will be scored by a panel of judges. The top 10 submissions will be placed on Facebook for voting by the public. The top vote getter will receive a \$5,000 Visa gift card, and a visit by their lender, REALTOR® and our "Surprise Squad"!

Timeline

Feb. 5-March 5	Development of campaign materials Ready photos Sample letters/submissions Web banner Constant Contact Template Template message for lenders and REALTORS®
March 15	Announce to lenders/REALTORS® Email blast Letter to home buyers
March 11 – April 30:	Heavy marketing to REALTORS® and lenders at meetings and trainings, mailer & email announcements (Single-family email blast, statewide news release, IFAfyi, Facebook, Twitter, partner marketing, newsletter articles, template message)
June 2 – 27:	Press conference with Governor Accepting entries Marketing team road crew to document campaign on social media networks
June 30 – July 6:	Judging occurs and finalists determined
July 7 – 11:	Online Facebook voting period
July 14:	Winning entry and REALTOR®/lender announcement
July 21:	News conference and prize presentation
July – December:	Campaign follow-up (REALTOR®/lender promotion), project wrap-up

Campaign Logistics

Home buyers will send their success story submissions from June 2-27 to be entered into the contest, along with their lender and REALTOR® contact information; photos and/or a video as supporting documentation are highly encouraged.

The top 10 entries will be included on Facebook for public voting (via Woobox/Shortstack) from July 7-11.

The communications team will visit success story borrowers in “Surprise Squad” fashion to garner excitement, promote and randomly award small prizes (plant, \$25 gift card to Lowe’s, etc.).

The top vote-getter will be announced July 14 (Single-Family email blast, statewide news release, IFAfyi, Facebook, Twitter, web site, partner marketing). REALTOR®/lender will be notified and a press conference with state officials will be scheduled to award the grand “Surprise Squad” prize. The winning REALTOR®/lender will garner marketing, recognition at conferences and promotional items.

Digital Toolkit (via platform)

- Contest Overview
- Submission Form
- Photo Release(s)

Prizes

Entrant –	\$5,000 Visa gift card
REALTOR®/lender (Winner) –	Press conference with state officials, marketing from IFA (Single-family email blast, statewide news release, IFAfyi, Facebook, Twitter, YouTube, website, partner marketing), recognition at IFA & IAR conferences and promotional items.

Measurement

- Woobox/Shortstack analytics
- Number of participants

Estimated Budget

Materials -	\$2,000 (Mailing, promotional items)
SM Platform -	\$ 60 for campaign contest
Travel -	\$ 2,000
Prize -	\$5,000
Total:	\$9,060

2014 CONTEST RULES

When A House Becomes A Home

Participate in the *When A House Becomes A Home Contest* for a chance to win a **\$5,000 Lowe's gift card.**

Contest Rules:

Eligibility:

No purchase is necessary to enter. Must be 18 years of age or older and a resident of Iowa to participate. Iowa Finance Authority and Iowa Association of REALTORS® employees and family members are not eligible to participate. Iowa REALTORS®, lenders, housing counselors, their employees and family members, are not eligible to participate.

How to Enter:

- Visit the *When A House Becomes A Home* web site at IowaFinanceAuthority.gov/Contest from June 1-June 30, 2014 for contest details.
- Submit a written description of how homeownership made your dreams come true in 140 words or less.
 - Whether making a home in a new community, finding a place to be a family after deployment or taking the steps from homelessness to homeownership, participants are encouraged to tug at our heartstrings!
- Photos or videos are **highly encouraged** to support your entry.
 - A maximum of one photo or a 30 second video will be accepted for each entry.
- Each entry must be accompanied by an official contest entry form; home buyer's REALTOR® and lender names and contact information must be included on the form for the entry to be considered complete.
- Entries will be accepted through 4:30 p.m. on June 30, 2014.
- Ten finalists will be selected by a panel of judges from the Iowa Finance Authority and the Iowa Association of REALTORS®.
- The finalists will be posted to the Iowa Finance Authority Facebook page ([Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance)) for voting from July 7-11.
- Contact information provided during submission will not be sold to a third party.

Contest Period:

- Entries will be accepted by the Iowa Finance Authority from 8:00 a.m. on June 1, 2014, until 4:30 p.m. on June 30, 2014. Only one entry per person.
- Finalists will be scored by a panel of judges and the top 10 submissions will be placed on Facebook for voting by the public. Scoring criteria includes, but is not limited to: emotional appeal, overcomes barriers and inclusion of a photo/video.
- Voting will be held at ([Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance)) from July 7-11, 2014. Only one vote will be accepted, per person, per day. Use of script, macro or any device to automate voting or hiring outsourced vote-farming services is prohibited and any entries or votes received through such means will be void. Any attempt by any voter or entrant to submit or solicit more than the stated number of votes by using multiple/different email addresses, Facebook IDs, identities or any other

method will void that person's votes and entry, and he/she may be disqualified from further voting or other participation in the contest.

Selection of Winners:

- Throughout the contest period during the month of June, Iowa Finance Authority and Iowa Association of REALTORS® staff reserves the right to conduct "prize patrol". The prize patrol is a surprise means of recognizing an entrant with a small gift, during an undisclosed time period.
- The winner will be selected by voting results as determined by Facebook and compiled by Woobox on July 14, 2014. One entry will win.
- At the end of the contest period the winner will be notified by phone or email.
- Facebook and Woobox terms of use shall apply.

Prize:

- \$5,000 Lowe's gift card

Program Logos

2012:

Enter
The Meaning of Homeownership Contest

FOLLOW THE COMPETITION!

- Facebook.com/IowaFinance
- Twitter.com/IowaFinance #DefineHome
- Youtube.com/IowaFinance
- Foursquare.com/IowaFinance

WIN
\$1,500 GIFT CARD
\$2,500 GRANT



2013:

Homeownership Photo Contest

a project of the partnership's ongoing Meaning of Homeownership Initiative

UNDER CONSTRUCTION Home Improvement Projects



Sponsored by the Iowa Finance Authority | Iowa Association of REALTORS® | Iowa Home Ownership Education Project | Iowa Mortgage Association

2014:



Snapshot of Program Years

2012:



2013:



2014:

