



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.**

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

Category:

Subcategory:

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

HFA:

HFA Staff Contact:

Phone:

Email:

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.



2017 NCSHA Awards

Wyoming Community Development Authority

“Did You Know”

Marketing Campaign

Category: Communications

Subcategory: Creative Media



Wyoming Community Development Authority
“Did You Know”
Communications: Creative Media

“Did You Know” Marketing Campaign

Wyoming Community Development Authority (WCDA) knows that one of its greater challenges is informing the public of the value and availability of affordable housing options in the state of Wyoming. A seemingly difficult demographic to market these options to is that of the millennial generation. Millennials have dominated the news stream as a demographic who vary significantly from previous generations in terms of their attitudes, buying characteristics, and values. They have also been known for putting off everything from buying a car to owning a home. A reason consistently cited for this is lack of affordable options in the housing market. Another significant factor is that of the down payment. Millennials have been burdened with student debt making saving a significant sum of money next to impossible.

For WCDA, marketing to the millennial generation has become a priority. The average age of our homebuyer is 34 with an annual income of \$53,785. This defines our target audience, our typical homebuyer, as a millennial. This, coupled with the notion that millennials are expected to start buying homes, has shaped WCDA’s marketing strategy.

In order to successfully market to our target audience, WCDA created the *Did You Know* marketing campaign striving to educate our future borrowers on WCDA, homebuyer education, and down payment assistance options. These three components are instrumental in informing our target audience that homeownership is within reach.

Innovative

Did You Know was launched through three major platforms: social media, radio, and print. Across each platform, the messages were kept simple and catchy to inform our target audience in a short and precise manner of WCDA and its components of homebuyer education and down payment assistance. These messages were designed to align with the look and feel of social media to best draw the eye of our target market.

Replicable

The messages of our *Did You Know* campaign were designed to easily cross over between platforms. The messages were displayed over social media sites such as Facebook, Instagram, and Twitter with little effort. These messages were also easily displayed through other avenues such as cinema advertisements and printable postcards. The message of the campaign was easily crafted into radio script that would inform listeners of the value of WCDA and its product offerings.



Wyoming Community Development Authority
“Did You Know”
Communications: Creative Media

Reach Targeted Audience

Through social media, we have been able to track the reach and engagement of our messages. 35% of our “fans” on Facebook fall between the ages of 25-34 while 21% fall between ages 35-44. 33% of our Facebook engagement comes from individuals aged 25-44.

Measurable Results

Through insights on Facebook, we have been able to track our *Did You Know* marketing campaign messages’ reach and engagement. We can successfully track our organic reach as well as our promoted reach. Along with the reach of any one of our posts, we can track the number of engagements or likes, comments, shares of any given post and/or promoted post.

Provide Benefits that Outweigh Costs

One of the great benefits of social media marketing is the ability of to market to a given population for little to no money. For example, for less than \$500.00 over a six month period we were able to reach over 39,000 individuals through Facebook and had over 2,600 engagements through all of our social media posts. Through Facebook, we have also been able to easily cross advertise on Instagram for no additional costs.

Demonstrate Effective Use of Resources

To create these messages, WCDA contracts with a local creative marketing firm that crafted the messages we used through our social media sites and print advertisements including billboard and cinema. After the messages were drafted, WCDA used staff to manage and market the messages across our various media and social platforms.

Summary

Since its launch in January 2017, WCDA’s *Did You Know* campaign has had over 398,000 impressions through billboards and our social media reach is over 39,000. *Did You Know* messages will run through the end of 2017 with our summer and fall focus being on the down payment, encouraging our future borrowers, especially millennials, that homeownership is within reach.

WCDA’s loan volume from July 31st, 2016 through May 31st 2017 was 841 first mortgages for a total of \$439,600,000. Our down payment assistance programs, from July 1st, 2016 through May 31st, 2017 total 601 loans for a total of \$3,800,000. From January 1st, 2017 through May 31st, 2017, WCDA’s loan volume is at 351 first mortgage loans totaling 57,700,000. Our down payment assistance loans from January 1st, 2017 through May 31st, 2017 total 254 loans at \$1,600,000.

Successful marketing messages, strong programs, and rapport building continue to drive WCDA’s success.

Wyoming Community Development Authority
"Did You Know"
Communications: Creative Media

Visual Aids

Social media messages:

TAKE ADVANTAGE

**YOU SHOULDN'T
HAVE TO CANCEL
DATE NIGHT
TO BUDGET THE HOUSE PAYMENT.**

**DID YOU KNOW
HOMEBUYER EDUCATION
HELPS YOU BUDGET LIFE?**



WYOMING COMMUNITY DEVELOPMENT AUTHORITY
EST. 1975

DO YOURSELF A FAVOR,  **GET EDUCATED**

TAKE ADVANTAGE

**JUST BECAUSE THE MORTGAGE
CALCULATOR SAYS YOU CAN
AFFORD THAT HOME,
DOESN'T MEAN YOU CAN.**

**DID YOU KNOW
HOMEBUYER EDUCATION
GIVES YOU THE TOOLS
FOR LONG TERM SUCCESS.**



WYOMING COMMUNITY DEVELOPMENT AUTHORITY
EST. 1975

DO YOURSELF A FAVOR,  **GET EDUCATED**

TAKE ADVANTAGE

DID YOU KNOW?

**EDUCATED BORROWERS
STAY IN THEIR HOMES LONGER**



WYOMING COMMUNITY DEVELOPMENT AUTHORITY
EST. 1975

DO YOURSELF A FAVOR,  **GET EDUCATED**

TAKE ADVANTAGE

DID YOU KNOW?

**WGDA ISN'T JUST FOR
FIRST TIME HOME BUYERS.**



WYOMING COMMUNITY DEVELOPMENT AUTHORITY
EST. 1975

DO YOURSELF A FAVOR,  **GET EDUCATED**

Wyoming Community Development Authority
“Did You Know”
Communications: Creative Media

DID YOU KNOW?


WE CAN HELP YOU
FINANCE THE
DOWN PAYMENT
ON YOUR HOME



FOR MORE INFO VISIT
WYOMINGCDA.COM



Post Details Reported stats may be delayed from what appears on posts X



Published by communications@wyomingcda.com [?] · January 10 · *

<http://www.wyomingcda.com/index.php/homebuyers/C131>

7,379 people reached View Results

66 19 Shares

7,379 People Reached

97 Reactions, Comments & Shares

77 Like	65 On Post	12 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
19 Shares	19 On Post	0 On Shares

161 Post Clicks

80 Photo Views	45 Link Clicks	36 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Wyoming Community Development Authority
“Did You Know”
Communications: Creative Media

Post Details Reported stats may be delayed from what appears on posts ✕

WCDA
Published by communications@wyomingcda.com [?] · January 25 · *

<http://www.wyomingcda.com/index.php/homebuyers/C14>

TAKE ADVANTAGE

**YOU SHOULDN'T
HAVE TO CANCEL
DATE NIGHT
TO BUDGET THE HOUSE PAYMENT.**

DID YOU KNOW
HOMEBUYER EDUCATION
HELPS YOU BUDGET LIFE?

DO YOURSELF A FAVOR, GET EDUCATED

6,815 people reached View Results

104 2 Comments 23 Shares

6,815 People Reached

141 Reactions, Comments & Shares

112 Like	101 On Post	11 On Shares
3 Love	3 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
24 Shares	23 On Post	1 On Shares

130 Post Clicks

62 Photo Views	22 Link Clicks	46 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Billboards:



DID YOU KNOW?
WE CAN HELP YOU FINANCE
THE DOWN PAYMENT ON
YOUR HOME

FOR MORE INFO VISIT
WYOMINGCDA.COM





**DON'T CANCEL DATE NIGHT
TO BUDGET THE
HOUSE PAYMENT.**

WYOMINGCDA.COM

