

HFA: Wyoming Community Development Authority

Entry Name: Annual Report – Wyoming Community Development Authority

Description:

The Wyoming Community Development Authority's (WCDA) Annual Report for 2009-2010 was intended to:

1. Incorporate first-person narratives from a cross section of individuals that the WCDA's programs and services have benefitted since its inception in 1975. We spotlighted individual borrowers whose lives were made better because of our first-time homebuyers programs; special needs customers who benefitted from owner-occupied rehabilitation programs; lenders who have been partners with the WCDA for numerous years; real estate professionals who have shown a history of recommending first-time homebuyers to our programs; multi-family rental housing developers who work closely with the WCDA's Federal Programs Department; a past Board of Directors Chairman who bought his first home with a WCDA first-time homebuyer mortgage loan; and staff members who are actively engaged in volunteer projects in our communities.
2. Emphasize our statewide reach by featuring 13 Wyoming communities – with a main street streetscape photo from each of the communities.
3. Embody all the features and financial statistics in an 18-month calendar so that the piece would remain functional throughout the year.
4. Incorporate multiple design elements into a clean, easy-to-read format. The design elements included a state map with graphic "push pins" to spotlight the various communities; high-quality downtown streetscape photos; photos of the people giving first-person accounts; and community demographic information (population, average home prices in the community, and total number of housing units in the community).
5. Incorporate important dates for borrowers i.e. what dates do late fee assessments take place each month; when will the WCDA office be closed; when will payment booklets be mailed; when will property taxes be paid; etc.).

We believe we accomplished all the stated intentions of the Annual Report - and ended up with a well-made piece for distribution.

Innovative:

We believe the Annual Report was innovative in numerous ways:

- We chose not to simply feature one or two borrowers. We wanted to reach out to many different individuals who represented many different "touch points" within our business. We felt the first-person narratives were powerful because it brought all of our programs and services down to the human level – because ultimately, everything we do every day is intended to help individuals within the state of Wyoming.
- The fact that the piece is an 18-month calendar extends its shelf life so that we can distribute the piece for a full year instead of distributing it in one big shot one time per year. We wanted it to be functional – not just a document that folks would read once then throw away.
- Geographically, we tried to cover every region of Wyoming so that we could get better distribution channels in the various communities featured in the piece.

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Replicable:

The philosophy we used to create and design the Annual Report can be carried across to other Annual Reports or other marketing campaigns (possibly use the calendar philosophy for a campaign brochure, with the important dates of the campaign on the calendar . . .)

Reached Target Audiences:

The Annual Report was distributed to all other HFAs and NCSHA. We also mailed Reports to all Wyoming Legislators and other state-level elected officials. The piece was distributed throughout the year at all trade shows and other opportunities to distribute. All professional partners and lending institutions in Wyoming received copies. Walk-in borrowers were also encouraged to take a calendar. We have reached almost 100% distribution (with just a few held out for award entries and for our archive).

Achieve Measurable Results:

We printed 1,000 reports and have distributed, for all intents and purposes, 100% of them.

Provide benefits that outweigh costs:

The biggest benefit we receive from our Annual Report is increased awareness of WCDA and what we do by elected officials and other industry sectors. By giving these audiences a piece that will hopefully hang on their wall for a year or more is exactly what the report is intended to do – so therefore achieves the benefits we are looking to achieve.

Demonstrates effective use of resources:

The Annual Report is a printed piece, but we took extra care to not over-order and to use a green philosophy i.e. certified Forest Stewardship Council Mixed Sources, printed on 50% recycled paper with 25% post consumer waste, acid and elemental chlorine free.

Achieve strategic objectives:

The strategic objectives were outlined in the opening paragraph above and we feel this piece met every objective.