



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, 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.

The ***Home for the Holidays*** project is the result of solving three internal challenges with one solution.

CHALLENGES

- Increase staff morale around the holidays
- Coordinate an abundance of requests for staff donations to various causes
- Develop a unique holiday card to send to our contacts to thank them for their partnership

OPPORTUNITY

It occurred to us that we could combine these three seemingly separate challenges and create one solution and a finished product that staff could be proud of.

The final result was ***Home for the Holidays*** – A heartfelt message of good cheer from IFA staff. This project served as a mission-driven opportunity for staff to donate funds and be able to see how their investment was paid forward in the community.

Even better, it was an opportunity for staff to connect with Iowans who were truly home for the holidays because of IFA's programs. All of the IFA-initiated holiday cheer was recorded and ultimately combined into a holiday greeting video shared with partners, just before Christmas.

STAFF HOLIDAY DONATIONS

IFA staff donated \$1,200 for the pay it forward campaign! This made the gestures even more meaningful as we were able to watch the ripple effects expand across the state this holiday season.

PAY-IT-FORWARD

We randomly selected a total of 12 home buyers and renters to surprise with a holiday pay-it-forward opportunity.

We worked with lending partners to select home buyers who were closing on their homes using an IFA mortgage in late November and early December 2017 to participate in the Home for the Holidays initiative.

IFA staff surprised the Home for the Holidays recipients (homeowners were surprised at their closings and renters at their apartments). Each of the twelve recipients was given a holiday wreath for their new front door and \$100 cash.

IFA communications staff captured the entire series of events with behind-the-scenes footage that they shared in real-time on social media with a unique hashtag: #HomefortheHolidaysIA as the pay-it-forward actions were taking place throughout the state. The entire, powerful compilation of events was not shared until the final video was released.

THE CATCH

The \$100 had to be used to pay it forward in their community – on the spot! The money had to be used within an hour of the closing and be used on an IFA-approved pay it forward activity. IFA staff had to attend and record the pay it forward actions and all pay it forward actions were subject to IFA's approval.

Iowa Finance Authority
Home for the Holidays
Management Innovation | Human Resources

Examples of the types of pay-it-forward actions that the recent home buyers chose to do included:

- Paying for a person's groceries at the grocery store
- Buying dog and cat food and donating to a local animal shelter
- Buying hats and gloves for students at a local elementary school that was in need
- Paying for a families' dinner at a restaurant
- Buying supplies for a local soup kitchen just in time for the holidays

COSTS

The largest resource component in this project was staff time coordinating the stops; we had to be flexible with closing schedules that often changed. The video was recorded in conjunction with program testimonials for other projects so no additional hard costs were incurred over what was planned for the marketing initiatives.

BENEFITS

This project not only gave IFA staff an opportunity to pay-it-forward, but also to come together as an organization and see their efforts help people across the state. Seeing the ways that staff donations were used or just simply put a smile on their face was truly rewarding for IFA staff to experience.

RESULTS

External and Internal Feedback:

"Absolutely amazing gesture. Hands down the best holiday card we have received. Hats off to Iowa Finance Authority for your acts of kindness. Merry Christmas to all of you!"
-IFA Realtor Partner

"This was wonderful and emotional to watch! Awesome!"
-IFA Lending Partner

"So fabulous!"
-IFA Partner

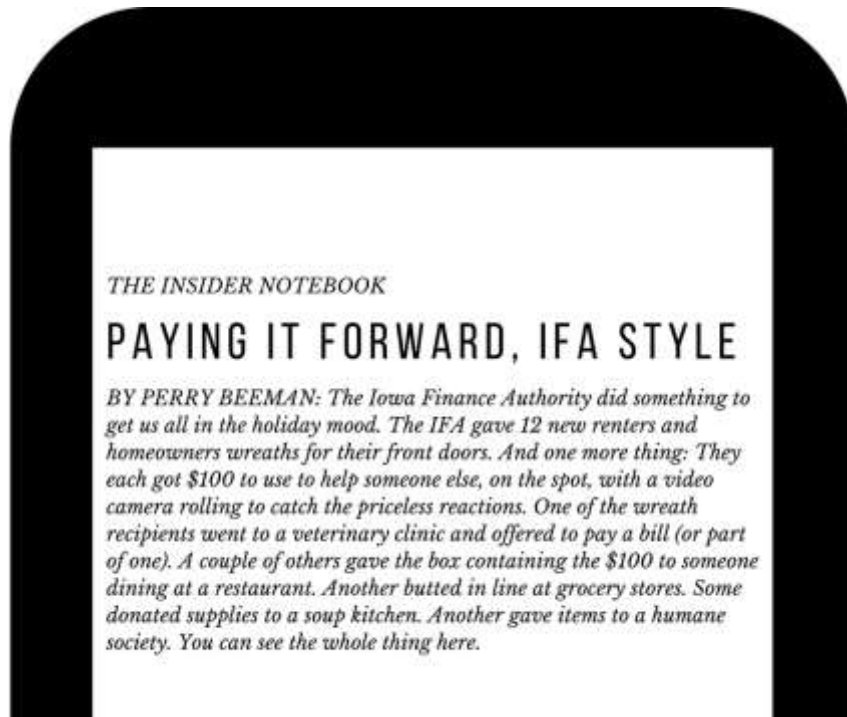
"This is a FABULOUS video."
-Iowa Title Guaranty Partner

"How cool! Brought tears to my eyes!"
-IFA Lending Partner

"This was an absolutely wonderful idea!! Kudos to everyone involved!"
-IFA Board Member

"Love it! It feels so nice to make people feel good in so many respects. This was a great idea!"
-IFA Employee

"I really enjoyed it. What a great project!!"
- IFA Employee



Social Media Impressions:



9,200 reach
203 post clicks
154 reactions, comments and shares



539 Impressions
on Twitter



542 YouTube Views

HOME FOR THE HOLIDAYS



[Click to watch video](#)



