



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.



Simply Home is an album that showcases people transformed by opportunities through affordable housing.

[Click here to watch the synopsis video for the entry.](#)

Overview

As the state housing finance agency, Kentucky Housing Corporation (KHC) has a mission of investing in quality housing solutions across the Commonwealth. When we invest in housing, we also invest in families and communities. Affordable housing transforms lives by creating hope, and providing security, stability, and self-sufficiency. It can be the difference between having a safe place to call home or being homeless. “Simply Home” captures success stories that were created by working with partners, staff, and customers to advance our mission to promote the effectiveness of affordable housing solutions.

By showcasing client success stories, following our internal [Success Story Strategy](#), on KHC’s website and social media accounts, there are more opportunities to connect others who could relate to the success stories, understand more about KHC as an agency, and to offer access to housing programs. We also wanted to use the campaign internally to connect KHC staff and their work to client success, so they can see how their work makes a difference in the lives of so many Kentuckians. As a result, we began a strategic plan for an internal staff person to capture photos and success stories and turn them into a collection of canvases that now decorate the walls of our workplace. This initiative was titled “Simply Home,” which showcases people transformed by opportunities through affordable housing. The concept centers around the idea of home as a binding force between all of the people and programs at KHC – we provide home, in its many forms, to the people of Kentucky through programs and services.

Finding the Story

There are numerous programs available through the Corporation, so each department is asked to submit a story, name, or event that might spark an opportunity to conduct an interview. The Communications and Marketing team sends a representative to capture the story via photographs and video interview. Whether the interviewee is a new homeowner or a recipient of a special program, they are all asked the same questions during the interview.

- 1. How did you find out about this program?**
- 2. How was your experience with the process?**
- 3. Where would you be if you didn’t participate in this program?**
- 4. What would you say to someone that is in the same situation as you were?**

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Most interviews are recorded in the comfort of the client's home or program facility. Everyone is required to sign a release, which gives KHC permission to use their story, photographs, and video for promotion purposes.

As a token of appreciation for sharing their story and their time, a [KHC keychain](#) is given to each interviewee. This keychain is custom made with the Simply Home logo. One side shows, "The stability of home is the foundation for success" and the other side asks, "What doors will I unlock?" as a reminder that they hold the key to opportunity and success.

The customer images are printed on canvas, made available for viewing on KHC's website under Success Stories, and added to the Simply Home online book. For internal use, the images are displayed around KHC's campus as wall art for inspiration, connecting the staff person to the client and the program that made the difference. A few hard copies of the Simply Home book have been made available around KHC's campus in lobbies and common areas for viewing.

Audience

KHC staff, partners, and public can all enjoy the stories captured in different methods. The public can access success stories on [KHC's website](#), while staff enjoy seeing the canvases in the physical office. This campaign was designed to connect everyone to our success stories. Partners like to share in our success stories because they partner with us to make a difference for others. It is a feel-good experience all around!

Budget

Due to a limited budget, a communication plan is in place to utilize each story as much as possible through our various media outlets. New stories are added to the website and shared via an electronic email system called eGrams, as well as on social media. A canvas print is created for KHC's office, and the best photos get a spot in KHC's mobile gallery and printed photo book.

Since the canvas prints and stories are so popular, approximately [62 canvas prints](#) have been ordered and displayed around KHC's office space. All prints have been ordered online, utilizing coupons to reduce the cost.

For fiscal year 2017, a total of \$5,552.23 was spent on travel expenses, equipment needed, six copies of printed photo books, and canvas printing fees. This could be replicated, but the cost will vary depending on all aspects of planning. Benefits of the campaign outweigh the nominal cost, as each story and set of videos or photos are used in multiples marketing resources, such as the ones mentioned, as well as KHC's impact report, individually through social media, and in individual marketing campaigns for specific programs. Re-using the materials have proven to be a good way to reach targeted audiences with real-life recipients, as well as providing ongoing marketing materials for no additional cost.

Results

Many of the benefits of this initiative are intangible. It has increased staff and partner engagement with KHC, as they work hard to gather clients and provide great stories that

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highlight their work, as well as ours. Additionally, clients across the state have been

excited and passionate about sharing their stories. A goal of 16 success stories is now set for the Communication and Marketing team to collect over the next fiscal year.

The Communications and Marketing team used the digital publishing platform, Issuu, to create an online photo book to showcase the stories. As a result of publishing this online version, we have measurable results, as well. It received:

- 14,000 Reads - anytime a user opened the publication for more than 2 seconds.
- 391,404 Impressions - each time the publication was displayed for a user.
- 41 Seconds - average read time.

Please view the [Simply Home photo book](#), which is available on [KHC's website](#)

Supporting Material

- [Simply Home Display](#) – welcoming individuals to KHC's main office.
- [Simply Home Book](#) – available online or in print.
- [Success Stories](#) – available on KHC's website.
- [Canvas Print Thumbnails](#) – all displayed at KHC's office space.
- [Simply Home Keychain](#) – given out during a success story interview.
- [Success Story Strategy](#) – used for planning purposes.