



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.

Michigan State Housing Development Authority
MSHDA's Expanded Federal Housing Impact Campaign
Legislative Advocacy/Federal Advocacy

The new mission statement of the Michigan State Housing Development Authority (MSHDA) is the following: “We partner to provide homes and preserve places for the people of Michigan.” It is an expression of the agency’s efforts to enhance economic and community vitality through housing, the preservation of historic sites and structures, and in providing financial and technical assistance through public and private partnerships to create and preserve safe and decent affordable housing for the people of Michigan.

Advance Agency Mission and Achieve Strategic Objectives

MSHDA updated, expanded, and launched a multi-media series for its ongoing Federal Housing Impact Campaign. The campaign now includes an online funding map, video, re-designed print brochures, and project promotional collateral. These tools supplement the direct engagement of agency staff and local housing advocates when working with federal legislative offices. The innovative materials streamline Michigan-specific federal program impact information in understandable, attractive, and accessible formats for Members of Congress and their staff. The series is customized for each of the 14 Michigan congressional districts and includes an overall summary of the statewide totals. The information draws attention to specific federal programs by name – Low-Income Housing Tax Credits, tax-exempt bonds, historic preservation tax credits, and the HOME program – and connects their impact to identifiable community projects and the benefits that result. The effort transforms conversations about abstract federal spending to specific outcomes that affect people and communities in each congressional district. The clear, easy-to-follow information illustrates the real value of housing programs within many budget and spending priorities.

The federal impact, federal advocacy series now includes:

- Customizable Online Mapping System to report funding and impact
- Video Series on MSHDA’s YouTube Channel (URL/Hotlinks provided below)
- District-Specific Congressional Informational Brochures (copies provided)
- Printed and Distributed Project Coasters (copies provided)

The available components of the advocacy series help MSHDA staff – as well as statewide partners who access the resources – focus attention on the direct impact major federal programs have in each district. With a multifaceted, multimedia approach, each available resource in the series accomplishes the following: (1) provides district-specific spending/investment data for key federal programs; (2) provides descriptive and data-driven profiles of housing projects; and (3) illustrates the impactful results and value of federal spending in each congressional district.

The resulting effort advances MSHDA’s mission by highlighting the agency’s successful management of federal spending programs across the state and effectively demonstrates the impactful results in different communities. In an era of potential federal budget cutbacks, these campaign advocacy resources have become more important in demonstrating the real, local impact and results generated by the programs.

Reaching the Target Audience and Forging Effective Relationships

Primary Audience: U.S. Congressional representatives from the Michigan delegation and their staff members. The tools in this series are personalized in order to give federal decision-makers immediate, recognizable feedback on programs impacting their constituents. The series is effective because the components are short, stylistic, and to-the-point, yet still substantive in

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nature. In a legislative environment where time and attention can be limited, the series responds effectively to challenges of delivering the information.

Secondary Audience: Statewide Housing Stakeholders, Program Partners, and Communities. The resources in this series are easily accessible by local housing advocates across the state in a collaborative and coalition-building effort to show the effective use of federal housing resources. With customized resources for each Congressional district, housing advocates and MSHDA staff can pick and choose the information that's relevant to their goals and objectives as well as distribute the printed document to drive home key points during discussions with federal lawmakers, or share with Congressional staff, or as informative resources to share with local citizens. The dissemination of the information is expanded significantly by the availability of the online videos. The videos can be used effectively in a variety of manners, including: (1) as a dynamic opener or ice breaker at public speaking engagements; (2) prominent postings on organizational websites or homepages; (3) attention-grabbing social media postings; or (4) supplemental hotlinks in email messages to a targeted audience, including legislators and staff. In situations where printed material may not be as effective, the available videos provides an excellent option.

Innovative, Effective Use of Resources, and Replicable

Innovative - This Federal Housing Impact Campaign is innovative because it gives agency staff, housing advocates and partners an array of meaningful tools to supplement their interactions with federal officeholders and staff members. Importantly, each individual piece is customized and targeted to each the corresponding congressional district. Furthermore, transforming the printed information and material into video and making them freely available on Youtube significantly expands the reach of the message to both congressional offices, housing advocates, community organizers, and others.

Effective Use of Resources – Capturing both photographic and video images of successful projects on an on-going basis is critical to any messaging campaign. The images have a variety of uses throughout the year and the cost associated with the recording can be spread among a variety of projects. All of the images used in this high-profile campaign have a high-impact, high-ROI.

Additionally, completed videos are available for use by housing partners and advocates across the state, at no cost. Many local housing partners do not have the budget or the resources to pull a campaign like this together and can rely on our professionally produced videos to ensure top quality messaging that highlights effective housing projects in their area that resonates with their audience.

Finally, printed materials and eye-catching drink coasters are available for distribution, as needed, and may be printed and reprinted according to demand. The project coasters, especially, are a leave-behind tools with a practical use for the recipient/target audience and provide the campaign with a longer-lasting presence long after the discussions have ended.

Replicable – The campaign's print and video resources clearly demonstrate the effective use of customizable and targeted federal housing program data by Congressional district. It provides a replicable model of combining data, images, and messaging in clear, concise, colorful manner. The varying formats allow for maximum customization and flexibility in updating the data and message an annual basis, especially as new federal data becomes available and as new housing projects are completed.

MSHDA Online Federal Impact Page (by Congressional District) [Here](#)

MSHDA 2017 Legislative Video Series

- [Congressional District 1 \(Iron River\)](#)
- [Congressional District 2 \(Holland\)](#)
- [Congressional District 3 \(Grand Rapids\)](#)
- [Congressional District 4 \(Chesaning\)](#)
- [Congressional District 5 \(Flint\)](#)
- [Congressional District 6 \(Dowagiac\)](#)
- [Congressional District 7 \(Jackson\)](#)
- [Congressional District 8 \(Haslett\)](#)
- [Congressional District 9 \(Eastpointe\)](#)
- [Congressional District 10 \(Sterling Heights\)](#)
- [Congressional District 11 \(Walled Lake\)](#)
- [Congressional District 12 \(Dearborn\)](#)
- [Congressional District 13 \(Detroit\)](#)
- [Congressional District 14 \(Detroit\)](#)
- [Statewide](#)

Copies of Brochures will be mailed separately to NCSHA.

Copies of Promotional Project Coasters will be mailed separately to NCSHA.