

DCHFA@40

District of Columbia Housing Finance Agency

Communications: Special Event Marketing

HFA Staff Contact

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DCHFA@40 – The 40th Anniversary of DCHFA
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Summary- DCHFA@40

DCHFA celebrated its 40th year of providing homeownership opportunities and financing affordable rental housing for the residents of the District of Columbia. In March 2019, the agency launched “DCHFA@40,” a yearlong campaign that paid homage to DCHFA’s history, highlighted its current programs and looked ahead to the future of the agency. The campaign implored a number of marketing tools including internal and external anniversary celebrations, the design of a 40th anniversary logo, paid advertising, social media, website page and video production.



DCHFA@40

In 2019 the District of Columbia Housing Finance Agency entered its 40th year of serving the housing needs of Washington, D.C. residents. DCHFA was established on March 3, 1979 to stimulate and expand homeownership and rental housing opportunities in the District and through the years has funded the development of more than 50,000 units of affordable rental housing.

The Agency’s mission is to advance the District of Columbia’s housing priorities by investing in affordable housing and neighborhood development, which provides pathways for D.C. residents to transform their lives. DCHFA accomplishes its mission by delivering the most efficient and effective sources of capital available in the market to finance rental housing and to create homeownership opportunities.

Throughout the agency’s 40 years, it has expanded beyond traditional bond and tax credit financing with the Housing Investment Platform Single Family Investment Fund which partners with emerging local developers to construct homes priced for workforce families. The agency’s flagship homeownership program DC Open Doors, the Mortgage Credit Certificate, and its co-administration of the Home Purchase Assistance Program (HPAP) help to create new D.C. homeownership. New programs introduced during the agency’s 40th year-- the DC Mortgage Assistance Program (DC MAP) and the Reverse Mortgage Insurance and Tax Payment Program (ReMIT)—helped residents retain their status as homeowners through foreclosure prevention.



Engaging the Audiences and Maximizing Resources

The first step DCHFA took in branding its 40th year was naming the campaign and creating a logo. The slogan DCHFA@40 was developed to represent and brand

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the agency's commemoration of the 40th year. DCHFA@40 was chosen to demonstrate the state of the agency in its 40th year by incorporating the agency's seal that had been developed the previous year into the anniversary year logo. DCHFA's audiences were its staff members, District residents, members of the media, government officials and affordable housing industry stakeholders. The logo was unveiled in March 2019 at an internal event where staff celebrated DCHFA's 40th Birthday Party. Another initial and highly visible way for the logo to reach all audiences was the inclusion of the logo into the email signature of all staff. The email signature allowed all employees to share DCHFA@40 internally and externally. The logo remained the agency's official email signature from March 2019 to March 2020. Signs with the DCHFA@40 logo were created and hung at development properties funded by DCHFA during this year. These signs continue to be displayed at construction sites across Washington, D.C.

The agency's milestone year was announced on social media and the logo was used as the profile picture on all of the agency's social media platforms, to include Facebook, Instagram, LinkedIn, Twitter and YouTube throughout the year. Throughout the year DCHFA posted photos from its archives on social media to highlight the agency's accomplishments over four decades. The hashtag #DCHFA40 was used during the campaign from March 2019 to March 2020. DCHFA's goal was to utilize all available resources to inform its audiences of DCHFA@40. The agency created a DCHFA@40 section on its [website](#) that features an interactive timeline chronicling the agency's history. Language about the agency's 40th year was added to the company background information that appears in all press releases distributed by the agency.

The Agency purchased a corporate milestone advertisement in the *Washington Business Journal* as a tactic directed to the audience of housing industry stakeholders and government officials. A replica of the ad was hung at the reception desk at DCHFA's headquarters.

 DC Housing Finance Agency (DCHFA) #StayHomeDC @DCHFA
Thank you @CMBrandonTodd and all of Ward 4 for formally congratulating the Agency on its 40 years of service to District residents! #DCHFA40



6:53 PM - Mar 27, 2019 - Twitter for iPhone



The anniversary party was the signature celebration of DCHFA@40. It was a celebration that included more than 200 community members, members of the Council of the District of Columbia, housing stakeholders, and industry leaders. The 40th anniversary logo was prominently displayed at the venue, and pictures printed at the photo booth bore the logo. During the event, the [DCHFA@40 commemorative video](#) was premiered. The newly produced video included archival photos from DCHFA's history, an interview with the Director Todd A. Lee and featured the agency's longest serving employees. The video was added to the agency's website and YouTube channels as well as shared across social media platforms.

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Achieve Measurable Results and Strategic Objectives

DCHFA's 40th anniversary campaign was highly successful for the agency. It was an opportunity to inform the public about the agency's history and current programs in addition to connecting the mission to its stakeholders. More than 200 attendees were present at the anniversary party. The attendees were a cross section of residents, government officials, developers and financial industry leaders. The agency was commended by D.C. Ward 4

Councilmember Brandon Todd and Carisa Stanley, President of the African American Real Estate Professionals of DC and The Housing Association of Nonprofit Developers (HAND).

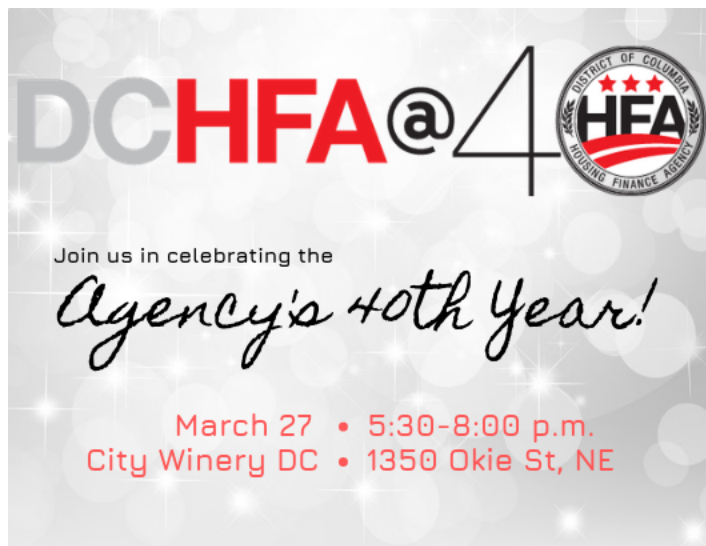
DCHFA@40 led DCHFA's social media in 2019, increasing followers and engagement across DCHFA's social media platforms. It was the most liked Instagram post and the top video viewed and the second most liked tweet of the year. The anniversary webpage became a popular destination with visitors on DCHFA.org.



Replicability

DCHFA's campaign is replicable. The PR team began planning the campaign during the prior year by requesting funds in the fiscal year 2019 budget for the special events and video production. The agency had a relationship with an event planner that it utilized for the planning of the anniversary celebration. The entertainment at the event was provided by a local dance troupe Step Afrika!; the agency has sponsored its summer youth camp the last few years through the DCHFA Community Engagement Initiative. The PR team reviewed archival photos

and information from previous milestone celebrations of DCHFA to generate social media content, build the digital timeline and provide photos for the video retrospective. DCHFA relied on established relations when planning the campaign. The graphic designer at Azer Creative that created the new DCHFA logo when the agency rebranded created the DCHFA@40 logo and Ignyte Group, the firm that redesigned DCHFA's website, built the digital timeline and web page.



Message from Our President

We would like to congratulate our Premier sponsor, DCHFA on 40 years of service. Your commitment to affordable housing is uncompromising and the work you do each day supports local residents and the development community. Thank you for your partnership and we look forward to celebrating your accomplishments for the next 40 years.

- Carisa Stanley, AAREP President

