

Florida Housing: Welcoming Families Home for 40 Years

Florida Housing Finance Corporation
Communications: Special Event Marketing

HFA Staff Contact

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BACKGROUND

In 2020, Florida Housing Finance Corporation (Florida Housing) celebrated its 40th Anniversary of providing affordable housing resources and opportunities to families in the Sunshine State. To increase awareness of this organization's work and the variety of funding and programs available, Florida Housing launched a year-long campaign entitled "*Welcoming Families Home for 40 Years.*"

The Florida Housing team initially began the research and planning phase for this anniversary celebration in 2019, only to have the world turned upside down when the COVID-19 pandemic impacted cities and states across the nation. While the public health emergency called for canceling all in-person anniversary activities and events, the Florida Housing team implemented several creative and innovative marketing strategies to get the word out about this campaign. Florida Housing developed a robust social media strategy and leveraged statewide and national public relations efforts to continue the anniversary celebration!



40TH ANNIVERSARY CAMPAIGN - WELCOMING FAMILIES HOME FOR 40 YEARS

In January 2020, Florida Housing, with the assistance of BowStern Marketing Communications, hit the ground running to unveil a new and improved 40th Anniversary logo, [webpage](#), and campaign theme: "*Welcoming Families Home for 40 Years*".

The anniversary webpage celebrated Florida Housing's 40-year milestones, highlighting the Corporation's homeownership and rental housing funding statistics from the past 40 years, as well as the positive economic impact affordable housing has brought to the Sunshine state over four decades.

To engage the residents and Floridians, Florida Housing began planning and creating the 40th [Anniversary video](#) that included testimonials and heartfelt words from Florida Housing employees on what home means to them. This video was particularly touching to staff because they were able to share with the public how much they enjoy providing families with that "Welcome Home" moment.

Social media outreach was another strategy implemented that allowed for a virtual anniversary celebration. Although Florida Housing was already active on Facebook, LinkedIn and Twitter, research found that adding an Instagram account would positively benefit its overall social media presence. Adding another social media platform to Florida Housing's portfolio allowed the team to focus not only on sharing impactful statistics, but also visual reminders of the importance of affordable housing.

Another critical component to the anniversary campaign was effective media relations, which played an integral part in increasing general awareness of Florida Housing. The team's ability to

build and maintain relationships with national and statewide media was key to successfully generating awareness and earned media placement. Some of the tactics implemented were editorial board meetings with prominent area newspapers, virtual deskside meetings with key reporters to allow them to speak with Florida Housing's Executive Director on various topics, and targeted pitching to share Florida Housing's remarkable impact.

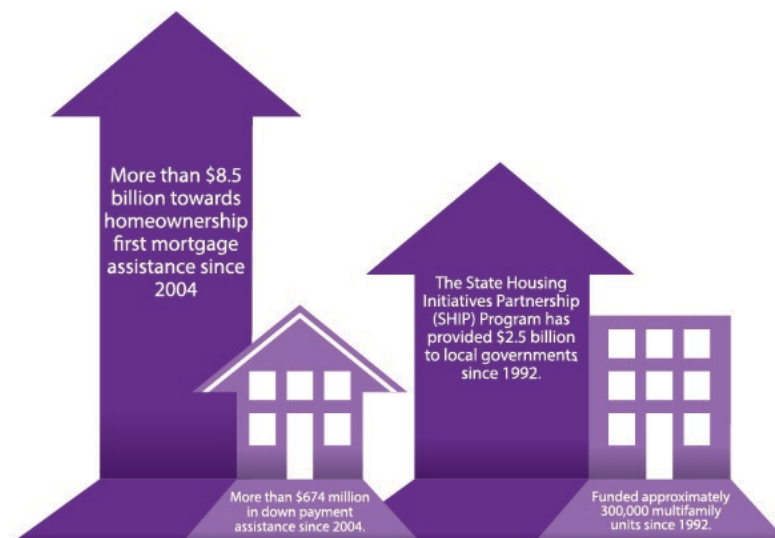
The original culmination of the 40th anniversary celebration planned to feature a photo of Florida Housing's 130+ team members together in polo-style Corporation shirts. Instead, Florida Housing's in-house graphic designer created a timeless anniversary image that was distributed to all employees. The image spelled out the words "40th Anniversary" using individual photos of every team member, a creative solution that still resulted in a group photo!

HISTORY- FLORIDA HOUSING WELCOMING FAMILIES HOME FOR 40 YEARS

Since 1980, Florida Housing has provided housing assistance and resources to **more than two million households**, and disbursed billions of dollars of funding in homeownership and rental assistance to assist hundreds of thousands of families. The organization is also proud to have spent the last 15 years focusing on building strong and effective relationships with advocates and agencies serving specific demographics such as elders, persons with disabilities, homeless households, youth aging out of foster care and survivors of domestic violence. These efforts have led Florida Housing to be nationally recognized for their work related to housing options, accessibility and universal design, community integration and cost savings to public resources.

In our history, Florida Housing has provided:

- More than \$8.5 billion towards homeownership first mortgage assistance since 2004;
- More than \$674 million in down payment assistance since 2004;
- The State Housing Initiatives Partnership (SHIP) Program has provided \$2.5 billion to local governments since 1992; and
- Funded approximately 300,000 multifamily units since 1992.



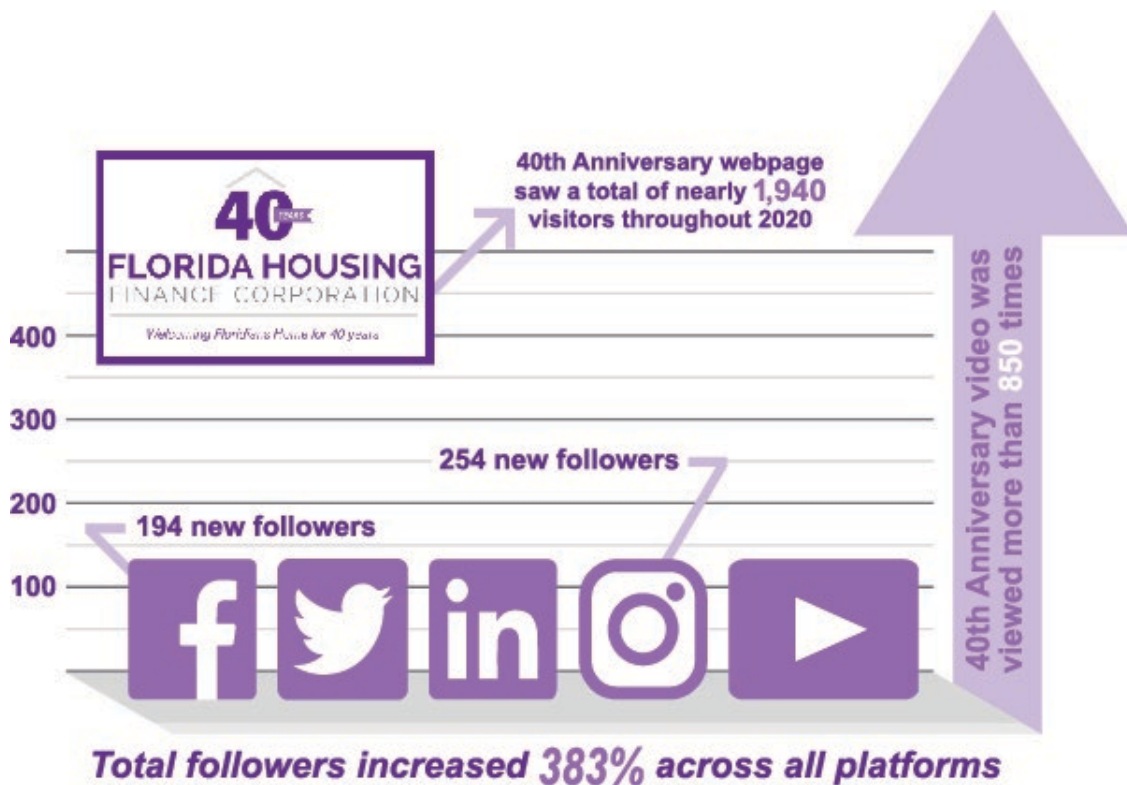
RESULTS

Florida Housing’s 40th Anniversary “*Welcoming Families Home for 40 Years*” Campaign concluded December 2020 and despite the pandemic it was a huge success!

In just one year, Florida Housing earned more than **188.7 million** impressions and a total of **52** media placements, a 106% increase from the first half of the year with only 17 media placements!

One of the most notable media highlights covered the “*One Family, One Year, One Home*” Santa Rosa Homeless Families with School Children Pilot Program. This story was featured on the **FRONT PAGE** of the [Pensacola News Journal](#) newspaper and garnered national media placement TWICE on MSN.com. It is also notable to share that Florida Housing did NOT pay for any media coverage. All results were garnered through earned media and public relations efforts!

The Corporation’s social media platforms and anniversary webpage also saw a boost during the campaign. Florida Housing is now on Instagram [@fl housing](#). Moreover, the organization saw total followers increase **383%** across all platforms, with a significant increase of **194** new Facebook followers and **254** new Instagram followers. Also, the [40th Anniversary video](#) was viewed more than **850** times, and the 40th Anniversary webpage saw a total of nearly **1,940** visitors throughout 2020. Florida Housing spent a total of \$5,000 on this campaign, specifically for the creation of the anniversary video.



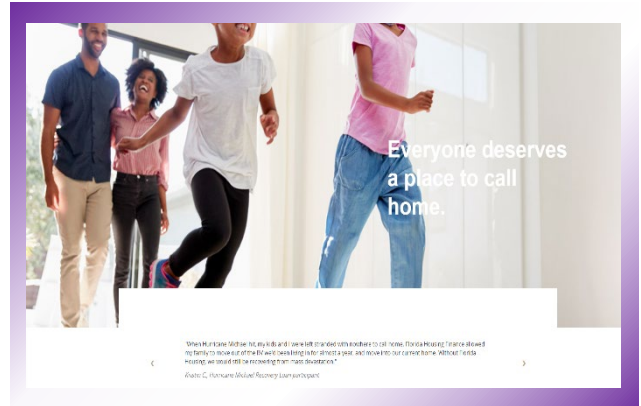
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CATEGORY: Communications
SUBCATEGORY: Special Event Marketing

VISUALS

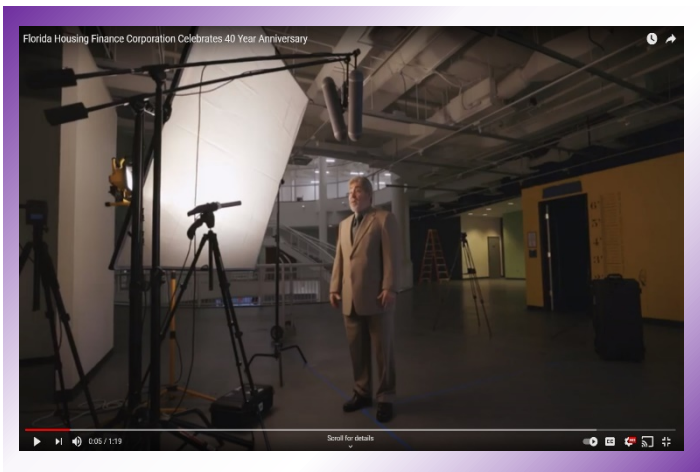
Below are examples of the anniversary marketing materials used and virtual deskside meeting photos with reporters during Florida Housing’s “*Welcoming Families Home for 40 Years*” Anniversary Campaign.



[40th Anniversary Logo](#)



[40th Anniversary Webpage](#)



[40th Anniversary Video](#)



[40th Anniversary Image with Florida Housing Team Photo](#)

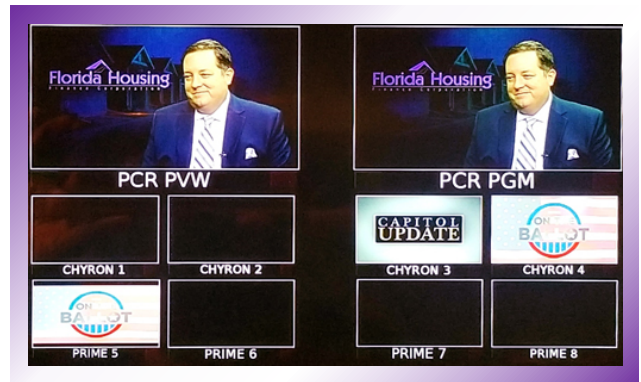
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VISUALS Cont'd



[Pensacola News Journal Newspaper Article](#)

[40th Anniversary Social Media Graphic](#)



[Virtual Deskside Media Call with Executive Director Trey Price, reporter and External Affairs Staff](#)

[Executive Director Trey Price Media Interview](#)