

HomeSafe Georgia Marketing Campaign
**Georgia Department of Community Affairs/Georgia Housing and
Finance Authority**
Communications: Integrated Campaign

HFA Staff Contact

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NCSHA Awards Submission

Category: Integrated Campaign

Title: HomeSafe Georgia

Summary (Full):

Our HomeSafe Georgia program was developed in 2010 to address challenges faced by homeowners regarding payments and home values. This free program was federally funded and ran by the Georgia Department of Community Affairs (DCA).

This program helps prevent foreclosures and stabilize neighborhoods by assisting homeowners who became delinquent on their mortgage due to a financial hardship or who owe significantly more on their mortgages than their home is worth.

The Mortgage Reinstatement Assistance Program provides financial assistance to eligible applicants who have fallen behind on their mortgage payments due to qualifying involuntary unemployment/underemployment, military, divorce, catastrophic medical disability, or death hardship. Assistance of up to \$50,000 is provided through one-time payment directly to the mortgage lender to bring the loan current, enabling the homeowner to make timely payments going forward.

Underwater Georgia provides assistance to homeowners who owe significantly more on their home than the home is worth. Homeowners will receive a one-time principal reduction of up to \$50,000 submitted directly to their mortgage lender to reduce their mortgage balance.

The HomeSafe program was scheduled to end on March 31, 2020. Therefore, our team developed a marketing and PR campaign to provide key messaging to the public about how this program was helping people all across the state. We worked with an external PR company (Golin) for paid advertising, original content, and earned media as well as created content in-house for this integrated campaign. [The full campaign report from Golin can be viewed here.](#)

Websites

We utilized 2 websites for the HomeSafe program. [The first site was housed at dca.ga.gov and can be viewed here.](#) [The second was a vanity url, homesafegeorgia.com, and can be viewed here.](#) These websites were developed so that our users – whether they were familiar with the DCA site or utilizing online search, could find information about the program. The website contained information about both components of the program (mortgage assistance and

underwater). There was also an FAQ, contact information, and a real-time calculator which tallied how many customers had been helped by the program (more than 16,000).

Earned Media

The Atlanta media was essential in educating the public about this program. Our media placements included a mixture of broadcast and print news. Through developing relationships with media outlets, we were able to share timely information about this important program on local and national platforms.

- [Atlanta K](#) (Korean paper – scroll site to see HomeSafe image and article)
- [Atlanta Voice](#)
- [CBS46](#)
- [FOX5](#)
- [MSN Money](#)
- [Saporta Report](#)
- [WSB \(ABC\)](#)

Events

On November 19th, we partnered with the City of Atlanta to host a HomeSafe Sign-Up Fair. This was endorsed by Mayor Keisha Lance Bottoms. [Postcards were sent to hundreds of thousands of homes in the metro Atlanta area](#), and this free event was held at the Martin Luther King Jr. Recreational and Aquatic Center in downtown Atlanta. [Information was also shared on our blog](#) and social media platforms. News outlets such as CBS 46 interviewed customers and staff members. There were 50 attendees and 17 applications submitted for the HomeSafe program.

Advertising

Our team developed advertising campaigns for print publications, social media, and broadcast. The Atlanta Voice publishes a Homeownership Guide, [and we purchased the inside front cover to promote the HomeSafe program](#). A months-long social campaign utilized testimonials from customers as well as visually pleasing dynamic images and #YourTrustedTeammate to attract our target demographic to apply for HomeSafe. Last, a commercial campaign with Comcast resulted in more than 200,000 impressions online and at-home television viewing. We utilized three 30-second commercials featuring actual HomeSafe customers to spread additional awareness.

Video Marketing

We connected with HomeSafe customers for a video campaign to provide testimonials from people who had benefitted from the program. Our team, along with Golin, developed

professional videos which were utilized on social media and broadcast television. The testimonial videos proved to be effective in not only our social media content but also our advertising initiatives. The following customers were featured:

- [Kendra Calhoun](#)
- [John & Debra Lanford](#)
- [Evelyn Brown](#)

Blogs

Our team developed blogs related to the HomeSafe program. We interviewed customers and provided information about the free sign-up event. These blogs were utilized for PR and social media purposes.

- [Homeowners Invited to Informational Fair about HomeSafe](#)
- [Mortgage Assistance Program Set to End March 31](#)
- [Success Story: HomeSafe Georgia](#)

Social Media

Our team utilized the blogs, videos and graphics featuring our customers. Here are examples of original graphics used to highlight customer testimonials. These were used in conjunction with the blog.

- [Luecresia Faust](#)
- [Marcelina Melendez](#)
- [Sabrina Mason](#)

Email Marketing

[Our team sent emails to 4,000+ customers informing them about the HomeSafe program's closing date of March 31.](#) The emails reflected a reminder to complete their applications, a checklist for a successful submission, and a link to the blog post about satisfied HomeSafe customers. The campaign was from January-March 2020.

Summary

This integrated marketing plan reflects a widespread effort to provide information to help struggling homeowners. As DCA's mission indicates, this multi-media campaign was intended to help build strong, vibrant communities by providing essential resources for people to keep the homes they worked so hard to attain. We are proud to say that we have exhausted more than \$330M in HomeSafe funds which equates to thousands of Georgians still having a place to call home.