

Housing New Mexico

2026 NCSHA Award Submission

ENTRY CATEGORY:

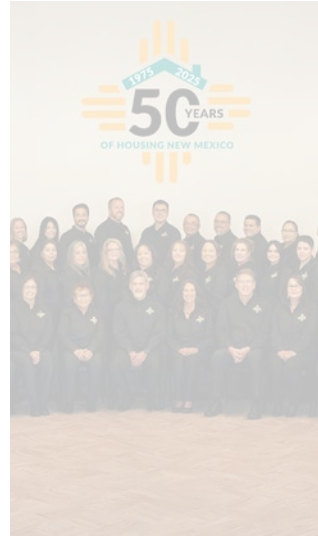
Communications

ENTRY SUBCATEGORY:

Special Event Marketing

ENTRY NAME:

*50th Anniversary Marketing
and Communications
Campaign*



Housing New Mexico's Vision and Mission

Housing New Mexico | New Mexico Mortgage Finance Authority's (MFA's) vision is for all New Mexicans to have access to quality, affordable housing opportunities. As the state's leader in affordable housing, Housing New Mexico provides innovative products, education, and services that strengthen families and communities. Housing New Mexico's 50th Anniversary Marketing and Communications Campaign was a year-long celebration, with a special 50th anniversary logo created by an employee reflecting the company's legacy. The anniversary campaign included a press conference, a special board meeting, banners for events, a video series, a press release, a "50 Stories from 50 Years" dedicated web page and social media series, media feature stories, advertising, branded swag, and a 50th Anniversary book. The anniversary logo, stories, videos, and swag were incorporated into the 2025 New Mexico Housing Summit, highlighting the 50-year milestone with nearly 600 attendees.

The 50th Anniversary Campaign is Innovative

Innovation was paramount to the success of the 50th Anniversary campaign, which was deployed strategically in phases. The campaign began with an internal logo design contest that sparked creativity and excitement among staff and engaged partners as judges. The "50 Stories from 50 Years" social media series and dedicated web page aligned to maintain engagement and interest on the web. A focused effort to contact and interview numerous partners, past and current board members, lobbyists, executive team members, legislators, and employees culminated in a special 50th Anniversary partners video and history video, which were unveiled during the 2025 housing summit, along with a 50-year production video.

The 50th Anniversary Campaign is Replicable

The campaign was designed with scalability in mind, making it a model that any state Housing Finance Agency can replicate. The Housing New Mexico Marketing & Communications team established a campaign plan that outlined process and each tactic. The plan included a project timeline, a detailed schedule for the "50 Stories from 50 Years" social media series and dedicated webpage, and strategic alignment of the campaign with the housing summit. From a press conference commemorating the legislation that created the New Mexico Mortgage Finance Authority, to a special anniversary board meeting reflecting on the agency's first meeting on the same date in 1975, the anniversary campaign incorporated a range of replicable tactics. The logo contest, press release, 50th Anniversary book, banners, social media campaign, and dedicated web page can all easily be scaled by other HFAs based on scope, staffing, and budget.

The 50th Anniversary Campaign Engages Targeted Audiences

Housing New Mexico targeted two primary audiences for its 50th Anniversary campaign – internal and external audiences. The internal audience included approximately 120 employees, and the key was engaging employees from the onset. The process of developing the anniversary logo began with a contest inviting employees to reflect on what "Housing New Mexico for 50 Years" means. Thirty designs were submitted and sent to three judges, partners including a mortgage lender, housing developer, and a domestic violence shelter. The judges, Marketing & Communications, and executive leadership narrowed thirty choices to three final designs, which were sent to an ad agency for the final design process. Employees then voted for the winning design, and Marketing & Communications collaborated with its ad agency to fine-tune artwork. The anniversary logo features the text "1975 – 2025: 50 Years of Housing New Mexico" and an image of a rooftop encompassed by the revered Zia Symbol, which Housing New Mexico

received permission from the Pueblo of Zia to incorporate into the logo. The winning employee received a \$350 reward via payroll. In addition to the logo contests, employees were also highly engaged in the special anniversary events, with many staff attending the 50th Anniversary press conference and nearly all attending the 50th Anniversary board meeting and housing summit.

The external audience for the anniversary included stakeholders, partners, board members, legislators, and constituents. To reach this broad audience, Marketing & Communications deployed numerous strategies. A 12-week “50 Stories from 50 Years” social media series ran March 28 to September 16 to align with the 2025 housing summit. Running parallel to the social media series was a [dedicated web page](#), where “50 Stories from 50 Years” were added concurrent to its accompanying social media post.

Special anniversary events appealed to both external and internal audiences. Housing New Mexico held a 50th Anniversary press conference on April 10, the same day the governor signed House Bill 88 enacting the Mortgage Finance Authority Act during the state’s 32nd legislature in 1975. A [press release](#) was distributed after the press conference. A special board meeting held on July 24 marked the 50th Anniversary of the company’s first-ever board meeting. Former executive directors, board members, and other key players attended and spoke about the importance and impact of the organization over the past five decades.

To further engage target audiences, Housing New Mexico contracted a video production company to produce three videos highlighting the past 50 years: A [partners video](#), a [history video](#), and a [50-year production video](#). Additionally, all four Housing New Mexico quarterly newsletters in 2025 included special messages from the CEO about the 50th Anniversary: [50 Years of Housing New Mexico](#), [The Creation of Housing New Mexico](#), [2025 New Mexico Housing Summit: A Golden Year Celebration](#), and Honoring the Past, Building the Future.

Housing New Mexico’s anniversary was also celebrated in various media. Marketing & Communications pitched feature stories that ran in the [Las Cruces Bulletin](#) (p. 7) and [Albuquerque Business First](#). The CEO was also interviewed on News Radio KKOB’s “The Weekend with Terry Travis” in a [podcast episode](#) titled, “Housing New Mexico Turns 50.” Advertisements highlighting the 50th Anniversary were placed in the New Mexico Bankers Digest and Round the Roundhouse print and online publications during the year. Marketing & Communications and its contracted ad agency published a [50th Anniversary book](#) with photos and history that was distributed to all employees and to nearly 600 attendees at the 2025 housing summit.

The 50th Anniversary Campaign Achieves Measurable Results

Housing New Mexico’s contracted ad agency received a Silver ADDY Award in the public service print project category for the 50th Anniversary book at the 2026 American Advertising Federation—New Mexico ADDY Awards. The 12-week “50 Stories from 50 Years” social media series generated 4,401 engagements, averaging 367 engagements per week while driving traffic to the dedicated web page, attracting 1,093 users between March 2025 to March 2026.

The four newsletters were distributed to an average of 3,310 individuals. A total of 53 people viewed the partners video, history video, and 50-year production video on Housing New Mexico’s Vimeo page, and the videos were played at the housing summit, which nearly 600 people attended.

The 50th Anniversary Campaign Provides Benefits that Outweigh Costs

The greatest benefit of the 50th Anniversary campaign is its lasting impact, including assets that will remain available for years to come, such as the dedicated web page, 50th Anniversary book, and video series. The Housing New Mexico Marketing & Communications team of five did most work for the anniversary campaign. Much of the campaign's cost was absorbed into the existing annual marketing budget, including branded shirts for employees, photography, professional services, printing, ads, web development, and budget for special events. The only costs outside of the existing annual marketing budget were the 50th Anniversary book and 50th Anniversary video production expenses. A total of \$90,560.15 was spent on 50th Anniversary campaign-related costs.

The 50th Anniversary Campaign Demonstrates an Effective Use of Resources

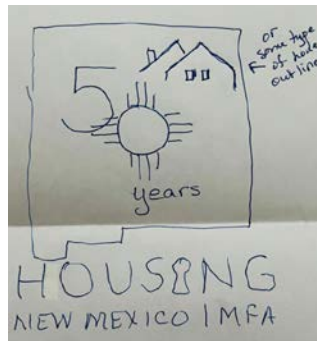
Housing New Mexico's Marketing & Communications team did most heavy lifting for the anniversary campaign, including creative direction and project management. An ad agency assisted with design and printing, helping to manage the increased workload during peak campaign phases. The Marketing & Communications team led all major efforts, including the logo contest, social media series, anniversary book, webpage content, video interviews and b-roll coordination, media outreach, event planning, branded materials, newsletters, and advertising, while continuing to support all other agency initiatives, including the 2025 New Mexico Housing Summit in September. The robust and multi-faceted 50th Anniversary campaign was infused into all company activities all year long for the best use of company resources.

The 50th Anniversary Campaign Achieves Strategic Objectives

The 50th Anniversary Campaign fulfilled its strategic objectives by engaging internal and external audiences all year in a meaningful reflection of company history and its mission for 50 years: to serve all New Mexicans across the housing continuum. Beginning in 2024 with the employee logo contest and the "Embarking on 50 Years" teaser message in December, the anniversary officially launched with the January 2025 newsletter. March 2025 marked the campaign's e-kickoff with the social media series and dedicated web page featuring "50 Stories from 50 Years." In the spring and summer of 2025, an anniversary press conference, newsletters, and a special July board meeting advanced the campaign. In the fall of 2025, the video series was released, and the anniversary book was distributed at the 2025 housing summit, followed by a fall newsletter. Anniversary ads, a press release, and feature stories highlighted the anniversary to the public throughout the year. The anniversary campaign was planned to culminate with the 2025 housing summit, the organization's signature event, which had not been held since 2022. The summit attracted nearly 600 attendees and was the perfect opportunity to showcase the anniversary book, video series, branding, swag, and "50 Stories from 50 Years," which were available via QR code on banquet tables.

Based on employee engagement, stakeholder buy-in for video production and the housing summit, increased social media engagements, and website traffic, the 50th Anniversary Marketing & Communications Campaign achieved its strategic objectives of engagement, education, and exposure. Through its yearlong, multi-channel anniversary campaign, Housing New Mexico successfully celebrated its long and impactful legacy, while strengthening its relationships with employees, partners, policymakers, and housing stakeholders across the state.

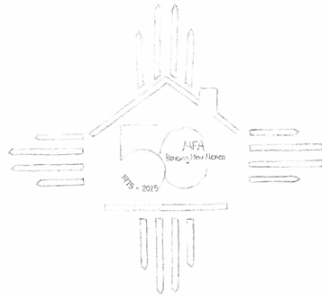
Logo Contest Designs (9 of 20 submissions)



Phase 1 - Judges' Selections



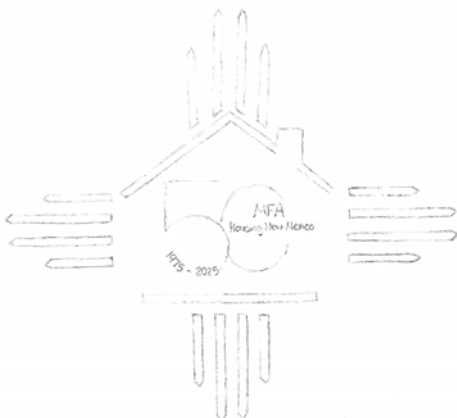
Phase 2 - Inspiration Designs Sent to Ad Agency



Ad Agency Designs (Provided to staff for voting)



Winning Logo Design



50th Anniversary Events



*50th Anniversary of Housing New Mexico
(Press Conference)*



Photo Courtesy: Sunny505



*50th Anniversary of First Board Meeting
(Board Meeting)*

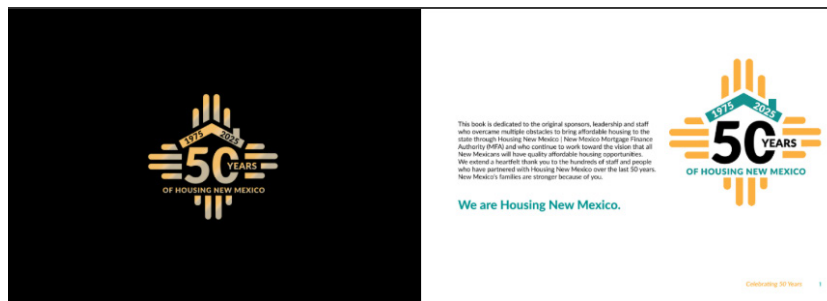
Promotional Materials



Banners



E-Newsletters



50th Anniversary Book



Pens



2026 New Mexico Advertising Awards Ceremony
(Silver ADDY Winner for 50th Anniversary Book)

Promotional Materials



Advertisements



Press Conference
Handout



50th Anniversary Staff Shirts



Staff Photo

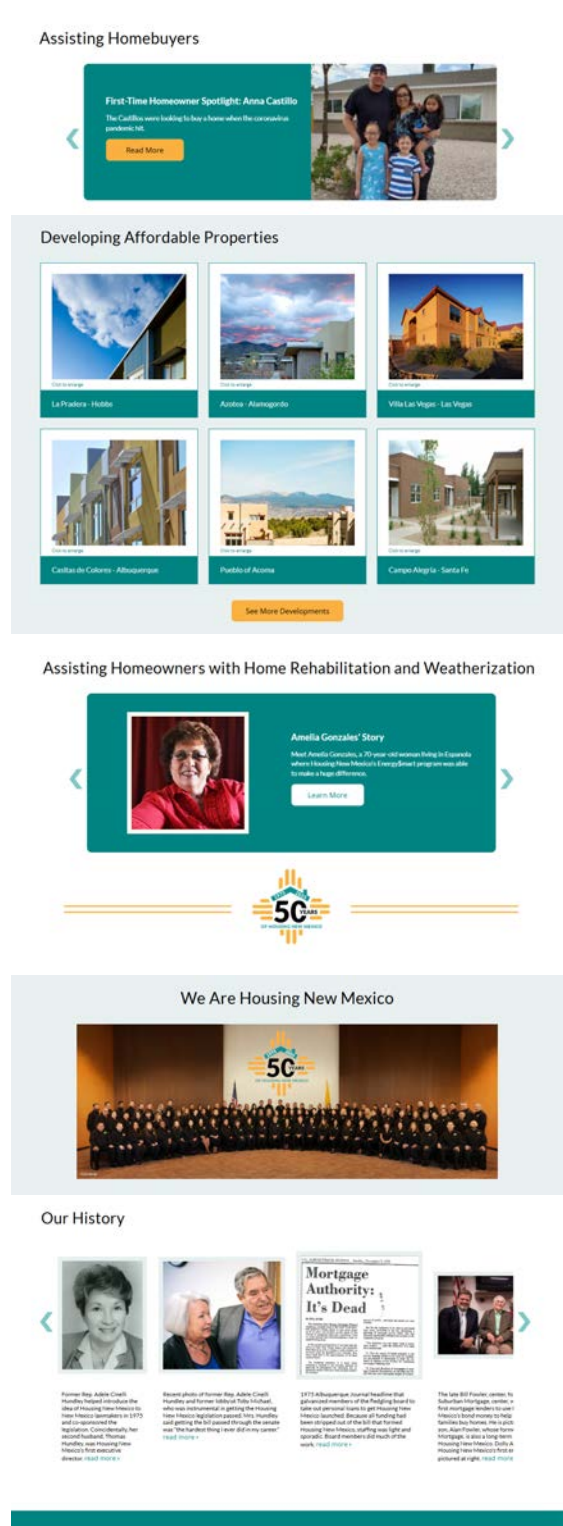
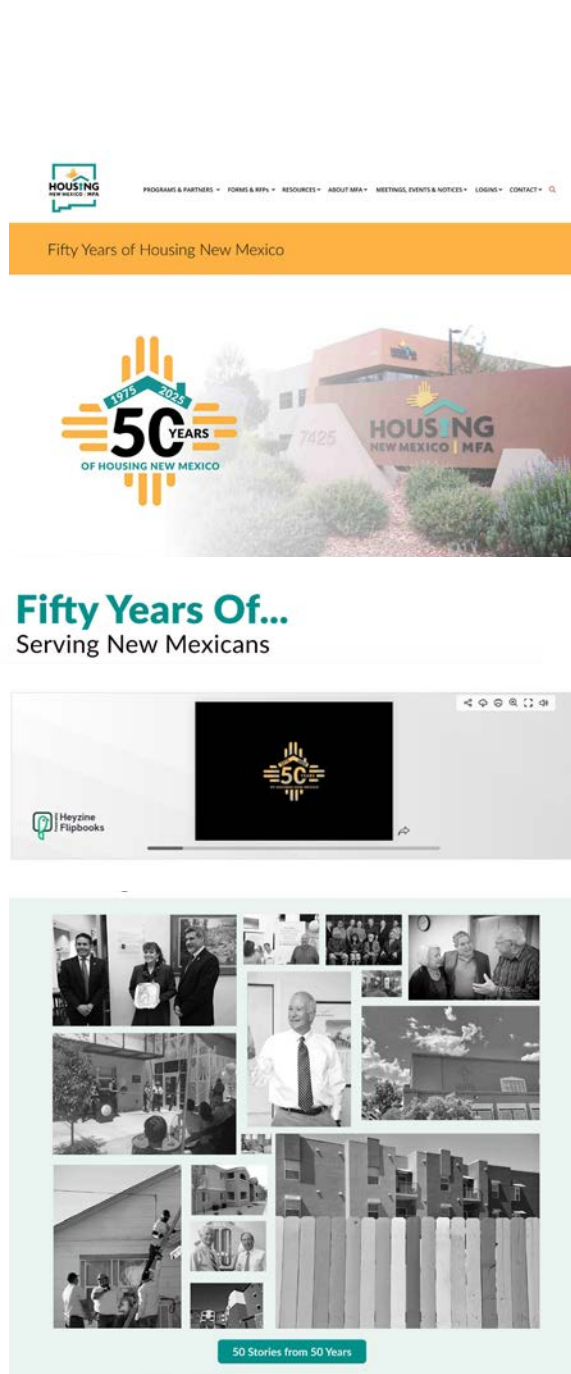


Greeting Cards

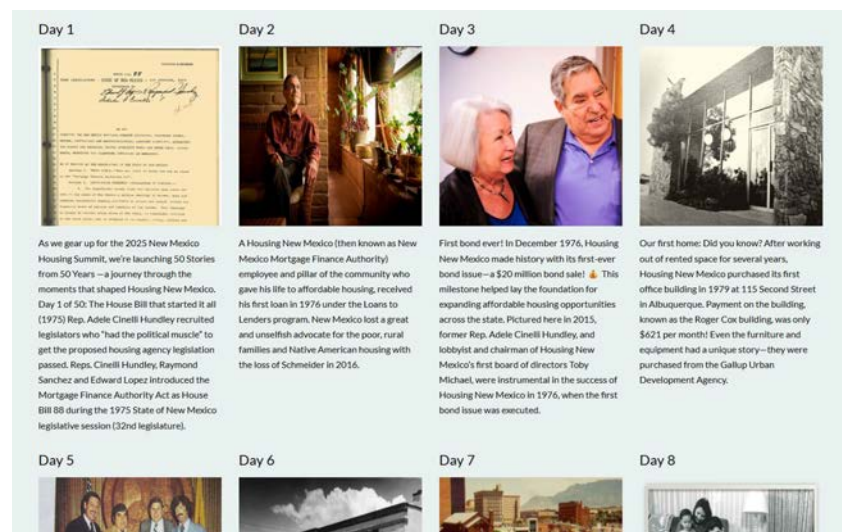
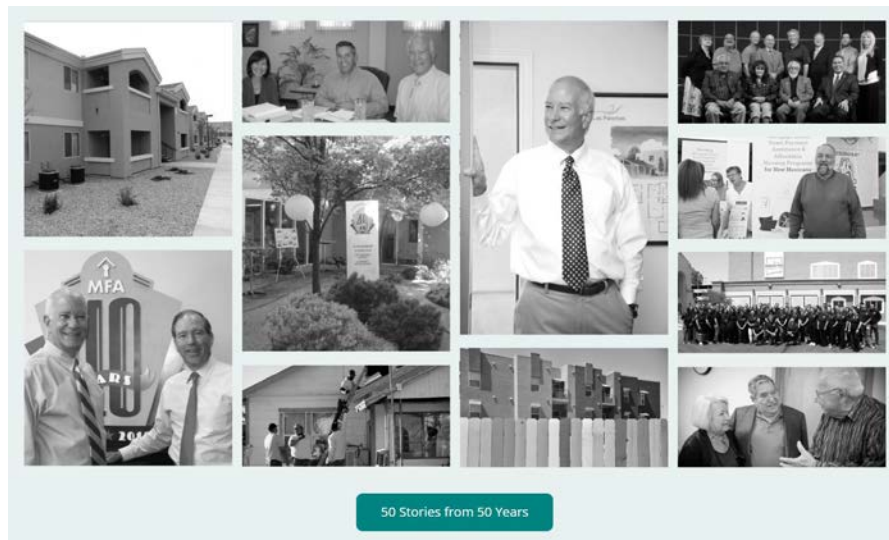


Gift Bags

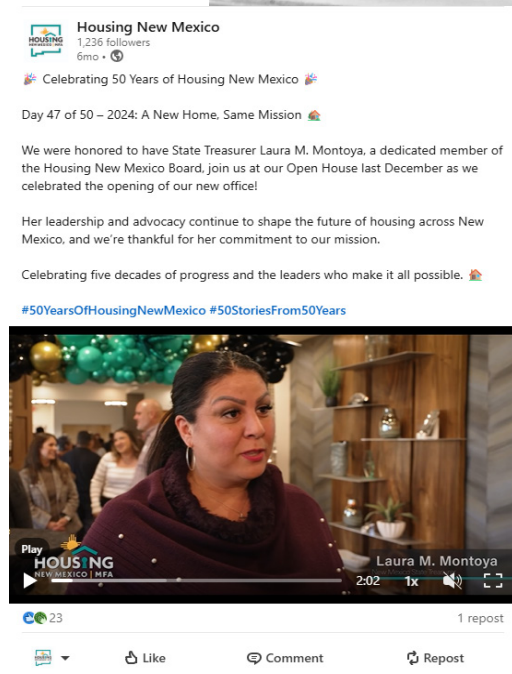
"50 Years of Housing New Mexico" Web Page ([Link to Page](#))



"50 Stories from 50 Years" Web Page ([Link to Page](#))



Social Media Campaign



Campaign Expenses

Item	Cost
Ad agency: Press conference direction signage	68.88
Press conference refreshments, decorations, supplies	154.85
Ad agency: 50th graphic design (Oct. 2024 invoice)	62.50
Ad agency: 50th greeting card design (Nov. 2024 invoice)	187.50
Ad agency: 50th logo graphic design (Dec. 2024 invoice)	134.53
Ad agency: 50th banner and graphics	2,085.23
Ad agency: 50th banner design, printing, project mgt. (April 2025 Invoice)	1,430.63
Ad agency: 50th graphic design (May 2025 invoice)	487.50
Ad agency: 50th graphic design (June 2025 invoice)	2,085.23
Ad agency: 50th banner graphic design (July 2025 invoice)	625.00
Ad agency: 50th book design (August 2025 invoice)	887.91
Ad agency: 50th press conference milestone signs (August 2025 invoice)	3,294.27
Ad agency: 50th book design & project mgt. (September 2025 invoice)	1,600.92
Printing of 50th anniversary book	5,063.53
Printing: 50th anniversary blank greeting cards	1,540.43
Apparel vendor: logo design set-up	30.41
Shirts with logo for employees	4,273.38
Photo session: All-staff photo with 50th shirts; digital files	583.13
Photos: Prints of all-staff photo and chiefs photos with 50th shirts	2,841.30
50th branded pens	3,308.00
50th branded mint wrappers	762.00
50th branded gift bags	1,905.00
Professional services for video production	57,148.02
Total Cost:	\$90,560.15