

A Digital-First Annual Report

Idaho Housing and Finance Association

Communications: Annual Report

HFA Staff Contact

Benjamin Cushman

benjamin@ihfa.org

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Every year, Idaho Housing and Finance Association has the unique privilege of sharing in the achievements of thousands of our Idaho neighbors. The list of success stories is as long as it is diverse — from helping young families get the keys to their first home to helping a nonprofit get the fundraising lift it needed to build a new shelter.

We're proud that our contributions help strengthen communities, build self-sufficiency and foster economic development in Idaho. But, we know that none of it would be possible without the support of hundreds of loyal partners throughout our far-flung state. With that in mind, in 2019 we made a monumental shift in the delivery of our annual report to more effectively celebrate the [partnerships that help our neighbors](#) and their families improve their lives.

Instead of a traditional printed booklet, we transitioned to a [digital-only microsite](#) that allows us to highlight our successful partnerships on an engaging and interactive platform that's useful, measureable and shareable year-round. In short, our 2019 Community Report was an educational and promotional tool that we utilized throughout the year to connect our partners and the public with our mission.

Shared success

Regardless of the organization, the people we serve are the *why* behind the *what* we do. Idaho Housing's communications team collaborated with our partners throughout the state to find the most compelling stories from among the diverse people and interests we help serve. In this year's report, readers learn:

- How a partnership between the Veterans Administration, health care providers, the city of Boise, Ada County and a developer and Idaho Housing worked together to break ground on supportive housing development dedicated to veterans experiencing homelessness.
- How a public-private partnership helped build the state's first permanent supportive housing development based on the Housing First model.
- How Idaho families benefited from a unique development built using recycled shipping containers.
- How Idaho Housing is teaming up with REALTORS™ and lenders to promote sustainable homeownership for Idahoans through our Finally Home! homebuyer education program and affordable loan programs.

For some, these real-world anecdotes are the first chance they have to get to know some of the people we help every day. For others it's an opportunity to take a look at the depth and breadth of what Idaho Housing and our partners do. Because we focused on telling these stories through video and interactive graphics, we're no longer telling them about the impact of projects, we're showing them.

While top-level content is presented visually, the layout makes it easy for those who want to explore topics in more depth.

Digital format is replicable

The bulk of the work for our digital-first annual report was done in-house and is something any HFA, even those with a small staff like ours, can replicate. The video production – from scripting and planning to shooting and editing – was done by two staff members. Similarly, all the written content and graphics were done in-house. A third-party vendor provided the website design and hosting.



An effective way to reach a wider audience

The report was used throughout the year as a tool to help IHFA communicate its mission to elected officials, business and community leaders, media and our partners. We promoted the microsite with a yearlong marketing campaign that utilized our social media channels, email, a printed mailer and our partner network. The result was an approximately 15 percent increase in audience reach vs. our previous year's print-only product. Audience engagement on social media outperformed our average benchmarks by roughly 5 percent.

Benefits outweigh costs

All told, the production of our digital-first annual report was less than half the cost of a printed booklet. That relatively modest investment more than justified the results. Further, a key advantage to the digital platform was the ability to get more mileage out of it. Instead of mailing a booklet, which can easily get lost or be thrown out, we can showcase our

accomplishments throughout the year. Since our in-house team did most of the work, the editorial and approval process was more efficient and less time-consuming while giving us greater creative control over the finished product.

We are very proud of our work and how it has helped deliver our message to new audiences. We invite you to take a look at <https://communityreport.idahohousing.com/>. Thank you for your consideration.