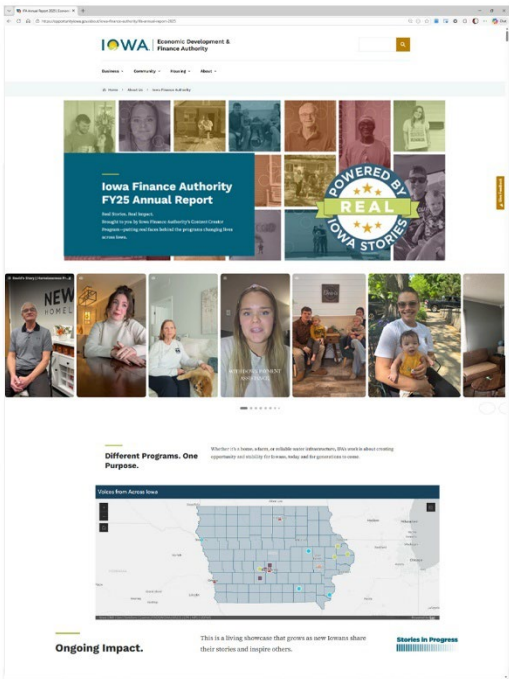


Innovative

Through Their Eyes: IFA's 2025 Creator-Powered Annual Report is innovative because it completely reimagined the annual report's format, function, and production model.

Rather than producing a static year-end publication built through outside vendors, IFA transformed the report into a creator-powered digital experience housed within its existing website and fueled by authentic stories gathered throughout the year. This shifted the annual report from a one-time product into a living communications platform built around real people, short-form video, compelling visuals, and concise storytelling.

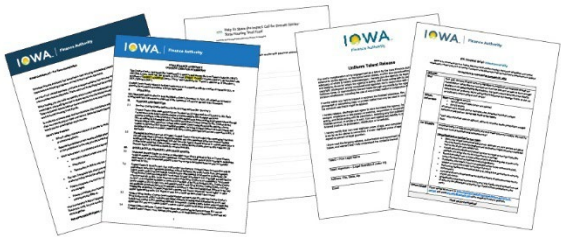
The result was a report that felt more immediate, more relatable, and more aligned with how audiences engage with content today, while still delivering the accountability and substance expected of a public agency.



Replicable

This model is highly replicable for other housing finance agencies because it does not depend on a large budget or outside production teams.

At its core, the approach requires identifying program participants willing to share their stories, providing clear guidance and messaging support, compensating creators fairly, organizing assets in a shared system, and integrating those assets into existing digital platforms.



To support replication, **IFA developed practical implementation materials**, including a creator solicitation guide, creator contract, messaging brief, internal management process, digital asset management instructions, website implementation guidance, and launch examples. This was not a one-off success; it was a repeatable framework other agencies can realistically adopt.



Engage Targeted Audiences

Through Their Eyes paired IFA's investments and outcomes with the people behind them.

IFA already had maps and data showing where impact was occurring across Iowa. What it lacked was a stronger network of storytellers and advocates willing to share their experiences in a way that made that impact more personal, credible, and memorable. This initiative created that network.

The result was a stronger connection with key audiences, including legislative partners, business partners, media, and future program participants. Rather than relying only on institutional copy, performance metrics, or scripted videos, the report made impact tangible through the voices and experiences of Iowans themselves. That made the annual report more engaging, more accessible, and more capable of building trust, understanding, and long-term support.

Achieve Measurable Results

- In **2025**, IFA partnered with **30 paid content creators** and invested **\$12,000** in a more efficient, scalable storytelling model.
- That effort produced **320 creator-generated assets** for IFA's digital asset platform.
- IFA secured **41 individual stories with perpetual permission** for future marketing and communications use, creating long-term value beyond a single campaign.
- Compared to **2024**, the number of stories collected increased by **71%**.
- **Seventy-five percent** of submitted assets met quality standards for future marketing use, significantly strengthening the depth and reliability of IFA's visual content library.
- **Creator content helped drive 2,790 page views**, while featured videos achieved a **13.13% play rate**, outperforming the industry standard benchmark for blog-page video performance by **nearly 20%**.
- On YouTube, **video output increased 96%**, **total views increased 433%**, and **views per video increased 172%**, demonstrating significantly stronger performance per asset.
- The initiative also established a **Storyteller and Advocate Network**, a speaker's bureau-style group of program participants willing to share their stories and serve as ambassadors for IFA's work and the need for affordable housing.

Provide Benefits That Outweigh Costs

This project delivered benefits that clearly outweighed its costs.

In past years, hiring a videographer and outside support to collect **41 stories** would have cost approximately **\$30,000**. Through the creator model, IFA secured those stories for **\$12,000** — a direct savings of approximately **\$18,000**, or about **60% less** than the traditional approach.

Beyond that direct savings, the value was significantly greater because the content was not created for a single report alone. It generated a reusable library of authentic stories, photos, and videos that continue to support social media, presentations, web content, media outreach, and partner communications year-round.

Demonstrate Effective Use of Resources

IFA demonstrated strong resource stewardship by replacing a more expensive outsourced model with an in-house approach that made better use of existing staff, tools, and platforms.

In recent years, IFA spent approximately **\$30,000 annually** on a traditional annual report model that relied on outsourced development, coding, map updates, videography, and a separate microsite maintained by an outside vendor. In 2025, IFA integrated the annual report into its broader creator strategy and housed it within IFA's existing website, eliminating the need for a standalone microsite and avoiding roughly **\$30,000 in annual report-related costs**.

While IFA did invest **\$12,000** in creator payments, those costs supported broader year-round marketing efforts and were not solely attributable to the annual report. The result was a leaner, smarter, and more strategic use of agency resources.

Achieve Strategic Objectives

This initiative advanced several strategic communications objectives at once.

- It solved a long-standing challenge in housing communications by creating a reliable pipeline of authentic, meaningful testimonials.
- It modernized how IFA communicates impact by shifting from videographer-led production to creator-submitted storytelling that better reflects how audiences engage with content today. It created a reusable content library that extends far beyond the annual report itself.
- And it supported IFA's broader digital strategy by driving more value through the agency's existing website and integrating the annual report into ongoing storytelling rather than treating it as a standalone, once-a-year deliverable.



\$18,000
saved



Overall, *Through Their Eyes* delivered a lower-cost, higher-performing communications model that expanded IFA's content library, strengthened long-term marketing capacity, and created a practical model other agencies can follow.

The screenshot shows the homepage of the Iowa Finance Authority's FY25 Annual Report. The header features a navigation bar with the IFA logo and links for Home, About Us, Programs, News, and Contact Us. Below the navigation bar is a large hero section with a teal background and white text that reads "Iowa Finance Authority FY25 Annual Report". To the right of the title is a circular graphic with the text "POWERED BY REAL IOWA STORIES" and three stars. Below the hero section is a grid of eight photos showing various people and families. A large blue banner across the middle of the page contains the text "Real Stories. Real Impact. Brought to you by Iowa Finance Authority's Content Creator Program—putting real faces behind the programs changing lives across Iowa." Below the banner is a row of six smaller photos showing individuals and families. At the bottom of the page is a map of Iowa titled "Voices from Across Iowa" with several colored dots indicating locations where stories were shared. The footer includes the text "This is a living showcase that grows as new Iowans share their stories and inspire others." and the "Stories in Progress" logo.

Iowa Finance Authority FY25 Annual Report

Real Stories. Real Impact.
Brought to you by Iowa Finance Authority's Content Creator Program—putting real faces behind the programs changing lives across Iowa.

**POWERED BY
REAL
IOWA STORIES**

Different Programs. One Purpose.

Whether it's a home, a farm, or reliable water infrastructure, IFA's work is about creating opportunity and stability for Iowans, today and for generations to come.

Ongoing Impact.

This is a living showcase that grows as new Iowans share their stories and inspire others.

Stories in Progress

Annual Report

IFA Annual Report 2025 | Homeownership

https://iowafinance.com/ifa-annual-report-2025

HOMEOWNERSHIP

This is home.

Through IFA's homeownership programs, thousands of Iowans were able to put down roots, build stability and create a place to truly call home.

[More Homeownership Stories Start Here](#)



Aleah's Story | Homeownership, Des Moines
Iowa Finance Authority

"Renting can be a hassle with pets, get them a home they deserve with help from the Iowa Finance Authority!"

Aleah's Story

"I want others—especially women like me who might not realize what's possible—to know that with the right resources and support, they can achieve their own version of the Iowa dream."

[Creating Home Through Ownership](#)

2025 Homeownership Impact

2,908	94%	21%
Iowans achieved homeownership through an IFA homeownership program, many unlocking their first chance to own a home	of IFA homebuyers were supported by down payment assistance, helping make homeownership attainable when it mattered most	of homebuyers assisted were minorities, marking the 2nd-highest year for minority homeownership since the program began

AFFORDABLE RENTAL HOUSING

This is opportunity.

Federal Housing Tax Credits helped open doors to safe, affordable homes, giving families and seniors a foundation to grow, work and thrive.

[More Rental Stories Start Here](#)

Annual Report

IFA Annual Report 2025 | Home - X
https://iowafinance.com/ifa-annual-report-2025



Alexis' Story

The stability of affordable housing at Waukee Family Townhomes allowed Alexis to focus on finding work, and she soon secured a position as a school counselor in the same school district she lives in.

An Affordable Home in the Right Community →



2025 Tax Credit Impact

Metric	Value	Description
Awarded in federal 9% and 4% housing tax credits	\$15.5M+	
Iowa families will gain access to affordable housing	889	

ENDING HOMELESSNESS

This is a second chance.

IEA partners with service providers to help Iowans move from uncertainty to stability—offering hope, dignity and a fresh start.

More Second Chances Start Here →



toolkit

 **Help Us Share the Impact: Call for Success Stories-
State Housing Trust Fund**

Submit this form to ensure your suggested participant is considered.

* Required

Complete the following questions in this section with personal responses.

1. First Name *
2. Last Name *
3. Title *
4. Organization *
5. Street Address
6. City
7. Email Address

 **Finance Authority**

**IOWA FINANCE AUTHORITY
CONTENT CREATOR AGREEMENT**

This Content Creator Agreement (the "Agreement") is made by and between the Iowa Finance Authority ("IFA"), 1963 Bell Avenue, Suite 200, Des Moines, IA 50315 and **[INSERT NAME]** ("Content Creator"), an individual with an address of **[INSERT ADDRESS]** (each a "Party" and collectively the "Parties"), effective as of December 5, 2025 ("Effective Date").

Content Creator hereby agrees to perform certain services in connection with the creation of content for IFA, as described herein and in accordance with this Agreement.

I. DURATION.

This Agreement shall be effective from the Effective Date to December 31, 2025. All obligations incurred or existing under this Agreement as of the end of the Agreement will survive the end of the Agreement.

II. PURPOSE AND SERVICES.

2.1 Services. Content Creator shall provide the following services (the "Services"):

Content Creator shall create and provide no less than two (2) videos and five (5) photos to IFA. Each content piece must focus on the purchasing of a home using an IFA mortgage and down payment assistance, or the promotion of such other agreed upon topics relating to programs offered through IFA, as outlined in a messaging brief that will be provided to Content Creator by IFA. Content should include original video and photo content, with Content Creator being shown in the majority of such content, to showcase IFA's Homeownership programs, including Content Creator's personal journey and the impact it has had on Content Creator's life. Each content piece shall disclose any connection to IFA, if applicable.

2.2 Messaging Brief and Approval of Content. Content Creator will be provided with a messaging brief from IFA outlining creative direction, sample messaging, and other mandatory inclusions (without limiting anything set forth in this Agreement). IFA shall have the right to request revisions to content pieces prior to or after being submitted. Content Creator agrees to submit revised content pieces to IFA within two (2) business day(s) of receiving a request for revision from IFA.

III. INTELLECTUAL PROPERTY AND USAGE RIGHTS.

3.1 Intellectual Property Rights. No license or other right of any kind is granted by IFA to Content Creator, except as expressly provided in this Agreement. Content Creator shall not use IFA's copyrights, trademarks, trade names, or other intellectual property in any way except to the limited extent as may be expressly approved by IFA.

3.2 Content Creator's Work Product. Any work product developed by Content Creator in connection with its performance under this Agreement including, without limitation, any posts, tweets, texts, photographs, videos, music, audio/sound recordings, artwork and/or other material or information (collectively, the "Work Product") shall be considered a "work made for hire" according to U.S. Copyright law and shall be owned exclusively by IFA. In the event any portion of the Work Product is not considered a "work made for hire" or as otherwise necessary to ensure full ownership of the Work Product to IFA, Content Creator hereby assigns to IFA all right, title, and interest in and to such Work Product. Content Creator will sign any additional documents that may be reasonably necessary to effect such assignment. Without in any way limiting this assignment, Content Creator also expressly and forever waives any "moral rights" or other similar rights arising under U.S. federal or state law or under the laws of any other country.

3.3 Usage of Work Product. Content Creator acknowledges and agrees that IFA may use Content Creator's Work Product on all of IFA's websites and digital channels, including email marketing and social, and agrees that IFA may use Content Creator's custom content in paid social media promotion in perpetuity.

3.4 Content Creator Attributes. Content Creator agrees that performing the Services means IFA can use Content Creator's name, voice, likeness, photograph, social media handle or channel/blog name and any

1

agreement templates

toolkit



Uniform Talent Release

For and in consideration of my engagement as a talent by the Iowa Finance Authority hereafter referred to as the agency, on the terms herein stated, and for due consideration the receipt and adequacy of which is hereby acknowledged, I hereby give the agency, its legal representatives and assigns, those for whom the agency is acting, and those acting with its permission to copyright, photograph and/or broadcast and republish me in conjunction with my own or fictitious name, or reproductions thereof made through any media by the agency, for any purpose whatsoever, including the use of any printed matter in conjunction therewith.

I hereby waive any right to inspect or approve the finished videotape, film, sound track, photograph or advertising copy or printed matter that may be used in conjunction therewith or to the eventual use that it might be applied.

I hereby release, discharge and agree to save harmless the agency, its representatives, assigns, employees or any person or persons, corporation or corporations, for whom it might be acting, and those acting with its permission, including any firm publishing and/or distributing the finished product, in whole or in part, from and against any liability in the reproduction of the finished product, its publication, distribution or broadcast.

I hereby certify that I am over eighteen years of age, and competent to contract in my own name in so far as the above is concerned. If under eighteen years of age this agreement must be signed by parent or legal guardian.

I have read the forgoing release, authorization and agreement before affixing my signature below, and warrant that I fully understand the contents thereof.

Talent – Print Legal Name _____

Talent Signature – (Legal Guardian if under 18) _____

Dated _____

Address, City, State, Zip _____

Email _____

IOWA FINANCE AUTHORITY INFLUENCER AGREEMENT



This Influencer Agreement (the "Agreement") is made by and between the Iowa Finance Authority ("IFA"), 1965 Bell Avenue, Suite 200, Des Moines, IA 50315 and [Influencer Name] ("Influencer"), an individual with an address of [Influencer Address] (each a "Party" and collectively the "Parties"), effective as of [Insert Date] ("Effective Date").

Influencer hereby agrees to perform certain services in connection with the social media programs of IFA, as described herein and in accordance with this Agreement.

I. DURATION.

This Agreement shall be effective from the Effective Date to [Insert Date]. All obligations incurred or existing under this Agreement as of the end of the Agreement will survive the end of the Agreement.

II. PURPOSE AND SERVICES.

2.1 Services. Influencer shall provide the following services (the "Services"):

Influencer shall post no less than five (5) Instagram Stories (photos or video) and five (5) Facebook real posts (video/text only). Each post must focus on the purchasing of a home using an IFA mortgage and down payment assistance, or the promotion of such other agreed upon topics relating to programs offered through IFA, as outlined in messaging briefs that will be provided to Influencer by IFA. Posts should include original video and photo content, with Influencer being shown in the majority of each content, to showcase IFA's homeownership programs, including Influencer's personal homeownership journey and the impact homeownership has had on Influencer's life. Each post shall disclose any connection to IFA and a brand ambassador, if applicable.

2.2 Messaging Briefs and Approval of Content. Influencer will be provided messaging briefs from IFA outlining creative direction, sample messaging, and other mandatory inclusions (without limiting anything set forth in this Agreement). IFA shall have the right to request revisions or immediate deletion of any content and social media posts prior to or after being posted. Influencer agrees to submit revised materials to IFA within two (2) day(s) of receiving a request for revision from IFA.

III. INTELLECTUAL PROPERTY AND USAGE RIGHTS.

3.1 Intellectual Property Rights. No license or other right of any kind is granted by IFA to Influencer, except as expressly provided in this Agreement. Influencer shall not use IFA's copyrights, trademarks, trade names, or other intellectual property in any way except to the limited extent as may be expressly approved by IFA.

3.2 Influencer's Work Product. Any work product developed by Influencer including, without limitation, any posts, tweets, texts, photographs, videos, music, audio/visual recordings, artwork and/or other material or information (collectively, the "Work Product") shall be considered a "work made for hire" according to U.S. Copyright law and shall be owned exclusively by IFA. In the event any portion of the Work Product is not considered a "work made for hire" or as otherwise necessary to ensure full ownership of the Work Product to IFA, Influencer hereby assigns to IFA all right, title, and interest in and to such Work Product. Influencer will sign any additional documents that may be reasonably necessary to effect such assignment. Without in any way limiting this assignment, Influencer also expressly and forever waives any "moral rights" or other similar rights arising under U.S. federal or state law or under the laws of any other country.

3.3 Usage of Work Product. Influencer acknowledges and agrees that IFA may use Influencer's Work Product on all of IFA's websites and digital channels, including email marketing and social, and include such content in IFA marketing materials (giving credit to and tagging Influencer wherever such content is shared) in perpetuity. Influencer further acknowledges and agrees that IFA may use Influencer's content in paid social media promotion in perpetuity.

3.4 Influencer Attributes. Influencer agrees that performing the Services means IFA can use Influencer's name, voice, likeness, photograph, social media handle or channel/bio name and any other Influencer attributes (collectively, "Influencer Attributes") in any manner that IFA determines supports the purposes of this Agreement, including use in any media now known or hereafter invented, including without limitation, any

agreement templates

toolkit



Email Outreach #1 – Pre Form Completion

The Iowa Finance Authority has launched a new housing storytelling initiative to showcase the importance of housing programs on real Iowans across the state.

As one of our valued partners, you have a unique window into the real stories happening in communities across the state. That's why we're reaching out personally to ask for your help.

We're hoping you can help us identify and connect with individuals or families who have meaningful, compelling stories to share about how the State Housing Trust Fund assisted them. These authentic voices help us communicate the true importance of these programs and the vital work of Local Housing Trust Funds.

To make this process easy and comfortable, the storytellers will create the content themselves, in their own words and on their own terms. Selected participants will also receive a payment as a thank-you for sharing their experiences.

Here's how it works:

- IFA will select a limited number of stories to feature in this year's Annual Report and future promotional efforts.
- Selected participants will receive a **\$400 payment**, issued to your organization to distribute to the participant in the way you determine appropriate, (Cash, gift card, other form).
- Each submission, coordinated and submitted with your assistance, will include:
 - Two short videos (under one minute)
 - Five photos
 - Permission for IFA to use the story in future promotional efforts
- Our ask: Complete this short pre-application on behalf of the individual or family (please make sure they would be willing to participate, if selected).
- Please complete one form for each family suggested, multiple submissions are encouraged.
- Please complete your submissions by **Dec. 5**. IFA will notify partners of selected participants by **Dec. 8**.

Your partnership is key to helping us share the real stories of impact that bring our mission to life. Thank you, truly, for your continued dedication and for helping elevate the voices of Iowans we serve together.

PRE-APPLICATION FORM: [Click Here!](#)

IFA Influencer Campaign Brief: Welcome Home, Iowa



Below is an overview of the Iowa Finance Authority's (IFA) Welcome Home, Iowa social media campaign, anticipated deliverables, and content requirements. Please review it in its entirety. Completion of all deliverables must be made before compensation is released. We request each IFA Influencer to provide links to posts and all raw photos and videos to be sent via email to lucy.cade@iowaeda.com.

Overview	
Goals	The Iowa Finance Authority loves helping Iowans achieve their dream of homeownership, and we want to shine a spotlight on the benefits of homeownership for Iowans families and communities. ¶ We're asking YOU to help push our message further so that we can help more Iowans achieve that dream. ¶
Assignments	Must create original content and post publicly on social media, including: ¶ • Five (5) Instagram stories (photos or videos) and, • Five (5) Facebook reels (reel/video-only post) ¶ All posts must be posted to a public Facebook and Instagram account and include photos and videos that showcase individual's unique homeownership journey, see list of approved topic ideas below. ¶ *Each post must be new and different, please do not repeat similar photo/video multiple times. ¶
Key Messages	Homeownership is a huge accomplishment, and each Iowan's journey is unique. We want to know your story of accomplishing homeownership: who you are, how you learned about the Iowa Finance Authority programs and the positive impact homeownership has had on you and/or your family's life. ¶ Things to consider for post copy and creative messaging: ¶ • Encourage followers to learn more about the Iowa Finance Authority and the homeownership programs. ¶ • Showcase that the dream to buy a home is within reach for all Iowans. ¶ • Demonstrate the Iowa communities that await people in Iowa, and how beautiful our state is to potentially relocate or visit. ¶ • Include personal experiences/memories to evoke authentic emotion from your audience when it comes to owning a home (for example, the things you can do in your house vs. renting). ¶ • Reveal how easy it was in terms of loan process and working with a lender who knows the Iowa Finance Authority products/programs. ¶



IFA Content Brief: Homeownership

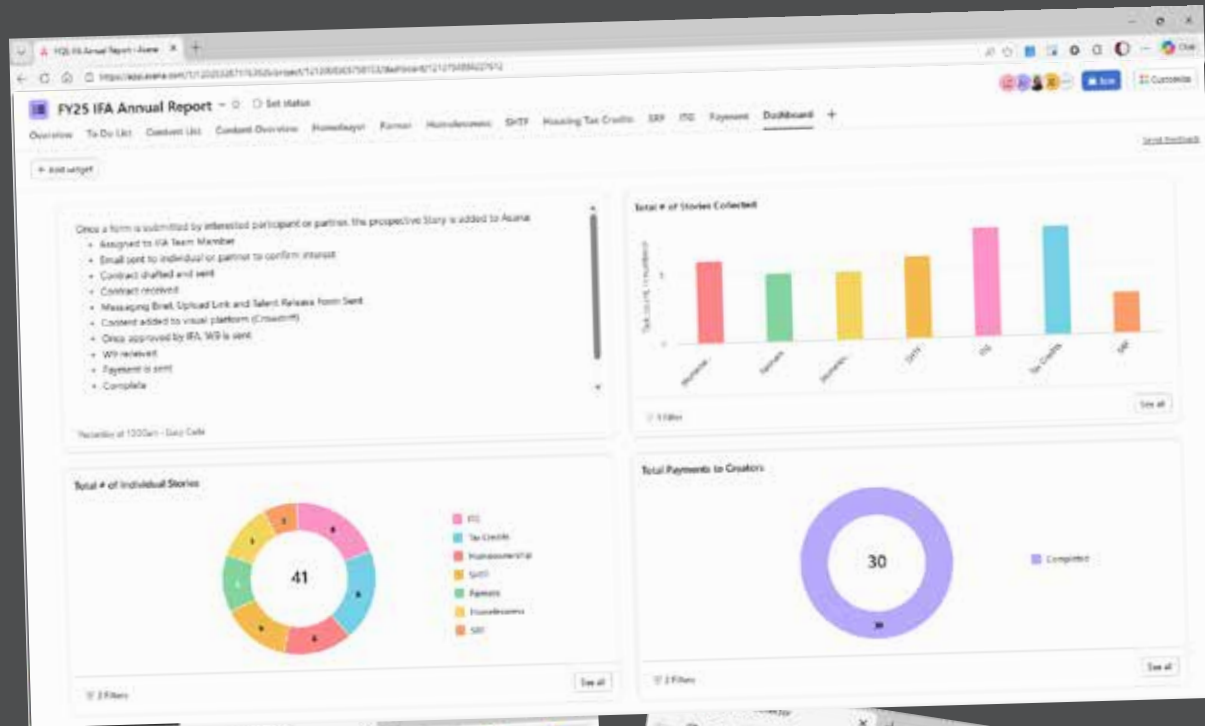
Below is an overview of the Iowa Finance Authority's (IFA) content campaign, anticipated deliverables, and content requirements. Please review it in its entirety. Completion of all deliverables must be made before compensation is released.

All content to be submitted by December 31, 2025

Overview	
Goal	Each year, the Iowa Finance Authority highlights the impact of our programs through our Annual Report. While data and outcomes are essential, this year we want to put a stronger spotlight on the people behind the numbers ...the Iowans whose lives have been directly impacted by our programs. We're asking YOU to help push our message further so that we can help more Iowans achieve their dream!
Content Deliverables	Must create original content: • Two (2) vertical videos (under one minute) • Five (5) photos All content must include photos and videos that showcase individual's unique homeownership journey. Do not add music to the videos. *Each video and photo must be different, please do not share similar photo/video multiple times.
Key Messages	Homeownership is a huge accomplishment, and each Iowan's journey is unique. We want to know your story of accomplishing homeownership! Things/Questions to consider for your video: • Share your unique homeownership journey. Who you are, how you learned about the Iowa Finance Authority programs and the positive impact homeownership has had on you and/or your family's life. • Include personal experiences/memories when it comes to owning a home (for example, the things you can do in your house vs. renting). • Reveal how easy it was in terms of loan process and working with a lender who knows the Iowa Finance Authority products/programs. • Occupation, particularly if you're an essential worker in our communities (e.g., teacher or nurse) that is able to live near their work. • Overcoming barriers to homeownership (e.g., being a first generation or minority homeowner). • A personal account demonstrating the positive impact of homeownership on you and/or your family. • (If applicable) A personal account of how you/ your family moved to Iowa from out of state and the affordability of purchasing a home in Iowa compared to other states
Content Upload	Please upload all content to https://upload.crowdrift.com/iowa-finance-authority-25-content and email lucy.cade@iowaeda.com when complete to receive payment.
Thank you for participating!	

messaging briefs

toolkit



Upload your files to Iowa Finance Authority or drag them here
Add up to 5 GB

Accepted File Types

By uploading content into Iowa Finance Authority's collection, you agree that you have all the necessary rights and permissions to do so.

Your Information
Let us know how to get in touch with you -- and who to thank

Full name*
Email address*

☐ I understand I'm authorizing Iowa Finance Authority to use my content in accordance to the terms and conditions.

☐ I consent to the handling of my information according to the Privacy Policy.

Upload