

Iowa Finance Authority | Iowa Finance Authority Influencer Program | Communications | Integrated Campaign

The **Iowa Finance Authority Influencer Program** proved that when a housing finance agency hands the microphone to real people—and amplifies those voices through a coordinated integrated campaign—the result is stronger trust, stronger engagement and stronger business outcomes.

Rather than relying on institutional messaging alone, IFA turned real lowans into trusted voices for affordable housing and deployed their stories across a coordinated mix of **paid, earned, owned, and partner channels**. The strategy was designed to do three things at once: **put real voices behind affordable housing, generate high-quality reusable content for marketing and communications, and increase participation in IFA homeownership programs**.

IFA promotes the program to past homebuyers and through its partner network, using a competitive application process to identify the strongest stories and best fits. Selected creators receive a messaging brief with key themes while maintaining their own voice, and all content is reviewed and approved by IFA before payment.

Depending on scope, creators receive **\$400–\$500** for a package that includes **2–5 short videos, five high-quality photos, and full rights for IFA to reuse the content across future campaigns**. This structure makes the program **scalable, efficient, and optimized for sustained integrated use**, delivering high-quality content **well below market rates**.

Innovation | A Scalable, Integrated Content Engine

IFA's Influencer Program solved a common challenge for housing finance agencies: how to source authentic stories at scale without relying on expensive one-off production or passive testimonial collection.

Rather than treating storytelling as a one-time tactic, IFA built a repeatable model that combines:

- **Authentic storytelling**
- **Strategic marketing alignment**
- **Quality control**
- **Reusable content assets**
- **Measurable business outcomes**

The result is more than content. It is a **content engine designed for integrated campaign use**.

Replicable | Built for Scale and Integration

The Iowa Finance Authority Influencer Program was intentionally designed to be highly replicable within IFA and by other housing finance agencies. Its success does not depend on a large staff, a major budget, or a one-time creative idea. It relies on a simple, structured framework that can be adapted to different program areas and audiences.

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The model is straightforward:

- **Promote** the opportunity to past participants and trusted partners
- **Use** a competitive application process to identify storytellers
- **Provide** a detailed messaging brief
- **Collect** a standardized content package
- **Review and approve** content before payment
- **Repurpose** assets across multiple channels

The content is designed for integrated use from the start. Each creator package becomes a flexible campaign asset that can be deployed across **organic and paid social media, digital advertising, website content, press releases, newsletters, one-pagers, annual report materials, and out-of-home advertising**. This allows IFA to extend the value of each story well beyond a single post and build a coordinated campaign across multiple channels and audiences.

The program is supported by a clear process and documentation structure, including:

- **Promotion materials**
- **Agreement templates**
- **Messaging briefs**
- **Photo and video release forms**
- **Review and tracking workflows**

Engage Targeted Audiences | A Fully Integrated Campaign

The Iowa Finance Authority Influencer Program was built to engage multiple audiences at once by using real people instead of relying solely on institutional messaging.

For **prospective homebuyers**, it creates a personal and trustworthy connection to IFA programs through authentic stories. For **partners**, it provides a meaningful role in identifying storytellers and amplifying success. For the **broader public**, it helps counter misperceptions about affordable housing by putting credible, human-centered stories first.

Content is deployed through a fully integrated communications strategy across:

- **Organic and paid social media**
- **Digital advertising**
- **Website content**
- **Press releases and earned media**
- **Newsletters and email campaigns**
- **One-pagers and partner materials**
- **Out-of-home placements**

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By repurposing the same authentic stories across formats and platforms, IFA reinforces key messages, increases audience frequency, and meets audiences where they already engage—creating a **cohesive campaign rather than one-off placements**.

Achieve Strategic Objectives | Driving Awareness and Action

The Influencer Program directly advanced IFA's communications and business objectives by **elevating real voices, generating authentic content, and increasing homebuyer participation**.

The strategy recognized a shift in consumer behavior: people increasingly trust people more than institutions. By activating past homebuyers and partners as advocates, IFA **expanded its reach, increased brand awareness, and moved prospective buyers deeper into the funnel** through stronger trust and engagement.

Because the assets are built for reuse across **earned, owned, paid, and partner channels**, the program functions as a **sustained integrated campaign rather than a standalone influencer effort**.

Results | Measurable Impact and Return on Investment

The Iowa Finance Authority Influencer Program delivered **strong, measurable results** while creating lasting communications assets.

- **37 creators engaged**
- **273+ pieces of original content generated**
- **\$23,205 in total market value (49% greater than campaign investment)**
- **46,371 total video views**, including:
 - **3,543 YouTube views**
 - **2,642 website video views**
 - **40,186 influencer video views**
- **3.52% average engagement rate**, exceeding industry benchmarks
- **\$15,600 total campaign cost**
- **Approximately \$57 per content asset produced**
- **5 direct homebuyer referrals**, generating approximately **\$15,000 in revenue**

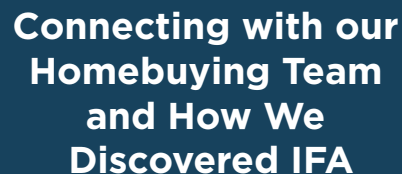
The result was more than strong content. It was a **coordinated campaign that delivered measurable engagement, lasting communications assets, and real business value**.

**Breaking down the
homebuying journey and how
Iowa Finance Authority
programs made it possible.**



Settling In: Life in My New Home

The authentic homebuying journey from an lowan who utilized the Iowa Finance Authority mortgage program and down payment assistance.



Samantha Avalos
10 March at 10:09 · 🌐

New Jersey 🇺🇸 Iowa
Part one, the decision that changed our life 🥰
#Ad #Partnership #WelcomeHomesIowa #IowaFinanceAuthority
Iowa Finance Authority
<https://www.welcomehomeia.com/welcomehome/>

Jessica Sanchez
I love that you are sharing your story! 🍷 🍷
2w Like Reply



Desiree Culbertson
You're so sweet to give people the information they need. 🥰
2w Like Reply

Author
Samantha Avalos
Desiree Culbertson thank you so much girl! I'm just here to help.
2w Like Reply

Megan Rex
25 January · 🌐

Down payment and closing cost assistance from Iowa Finance Authority put me in an even better financial situation when buying my first home!
#Ad #Partnership #WelcomeHomesIowa #IowaFinanceAuthority



Amber Lynne Adams
Soo need info on this and who you used
0w Like

Megan Rex
I used Residential Mortgage Network out of Iowa City, and they introduced IFA to me!
0w Like



*influencers
& creators*

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The image displays two promotional materials for a casting competition. On the left is a poster featuring a woman holding keys, with text including 'Now Casting: IOWA'S CHIEF DOOR OPENER', 'You Could Win \$10,000!', and 'IOWA Finance Authority'. On the right is a flyer with the same title, detailing the contest's purpose, prize, application deadline (April 30, 2026), and instructions to apply via a 1-minute video. It also includes a QR code and the website iowafinance.com.

Now Casting: CHIEF DOOR OPENER

Got main character energy?

We're looking for an aspiring homebuyer to share the real journey toward homeownership while educating, delighting, and inspiring others across Iowa.

One selected participant will win \$10,000.

PLANNING TO BUY A HOME IN 2026?
We want to hear from you.

Purchasing a home is not required to participate, but it is the ultimate goal.

Apply by: April 30, 2026, at 5:00 p.m. CDT.

To Apply:
Submit a 1-minute casting video telling us why you're right for the role.

iowafinance.com



IOWA
Finance Authority

Now Casting:
IOWA'S CHIEF DOOR OPENER

You Could Win
\$10,000!

IOWA
Finance Authority

Your homeownership story could *inspire* the next Iowa buyer.

promotional materials

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 **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

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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

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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