

Celebrating 20 Years of Unlocking Home

Kansas Housing Resources Corporation
Communications: Special Event Marketing

HFA Staff Contact

Emily Sharp

esharp@kshousingcorp.org

Introduction

[Kansas Housing Resources Corporation \(KHRC\)](#) celebrated its 20th anniversary in 2023, marking two decades of housing opportunities for Kansans. As one of the country's youngest Housing Finance Agencies (HFAs), the milestone was significant and worthy of celebration. We marked the occasion with a series of initiatives and special events throughout the course of the year, including anniversary branding, a commemorative video, a statewide youth art contest, a Roaring 20s-themed anniversary reception, an interactive timeline marking 20 years of housing milestones, a compilation of comprehensive metrics highlighting our impact across the state, and an annual report dedicated to our two decades of service. These special initiatives were coordinated and led by our internal team of two full-time Communications staff and one part-time design intern. The initiative raised our public profile, lifted up our mission, and provided opportunities for connection and engagement with our stakeholders, partners, and housing advocates.

Anniversary Initiatives

- *Anniversary branding:* We began our two-decade anniversary celebration by setting the scene. We explored the tone, spirit, and energy we wanted to evoke throughout our celebratory year, then used that vision to guide our anniversary branding. Our graphic design intern created a commemorative version of our logo that stayed true to our brand while highlighting the excitement and distinction of our anniversary year. We developed an internal anniversary style guide and used these special assets extensively throughout the year, on everything from staff email signatures, to our outreach presentations, to the cover of our 2023 annual report. Our anniversary logo used our signature "K" with inset house and standard fonts, incorporating our 20th anniversary and confetti elements to give the image a celebratory feel. An [anniversary web page](#) highlighted the year's special events and initiatives.
- *Anniversary video:* KHRC worked with our partners at Hydraulic Studio in Wichita to create a nine-minute video sharing our progress over the past 20 years, as well as a look ahead to our goals for the next 20. The video highlights the recent expansion of state [Moderate Income Housing \(MIH\)](#) resources through the experience of three communities that benefitted from the funding. Establishment and expansion of the MIH program was a major KHRC milestone and set the stage for larger annual allocations to the program. Established in 2012 in response to the nationwide mortgage crisis, the program was established to serve rural Kansas who earn too much to qualify for affordable housing yet struggle to afford market rate housing. For 10 years it was funded at a rate of \$2 million per year, the state's only statutory investment in housing. Demand for the program far outpaced resources, and the annual allocation was quickly expended each year. In 2022, state leaders responded to widespread housing needs, investing \$62 million in housing, including \$22 million in MIH funds. That annual allocation has held steady at \$22 million ever since. Our video established the program's impact and continued need.
- *Comprehensive timeline:* Communications staff compiled a comprehensive timeline of KHRC's biggest milestones, from leadership changes to expanded program offerings. The timeline was featured in both the print and interactive version of our annual report, rendered in black and white to highlight the historic context, contrasting with the full-color imagery throughout the report. Text blocks marking years and milestones were offset from a background of photos depicting KHRC and our partners' clients enjoying time at home, from savoring a cup of coffee, to playing a card game, to preparing a meal together. Attendees at KHRC's Roaring 20s anniversary reception, which kicked off the 2023 Kansas Housing Conference, were treated to a journey through state housing history as

they arrived for the celebration. The entry hall was adorned with staggered digital signage, each panel marking a different era in KHRC history. The experience allowed attendees to “walk through time” as they arrived at the party, setting the scene for a memorable evening. KHRC will soon relocate to a new office space and plans to repurpose these assets into a physical timeline display at our new headquarters for staff and guests to enjoy.

- [Youth art contest](#): Because home and family is the heart of KHRC’s mission, we wanted our celebration to be both statewide, and intergenerational. Our statewide youth art contest achieved that goal. The Communications team recruited a cross-division committee of KHRC staff who volunteered to lead the initiative. The coordination was extensive, including publicizing the event, developing and sharing the call for entries, creating an online submission process, receiving artwork, scoring the entries, and selecting winners. Committee members created an online form and submission process via Formstack, an online form platform KHRC already used. We reached out to school administrators and art teachers across the state, inviting them to submit student entries. After the entry deadline, the committee reviewed and scored all entries, selecting honorees and a Best of Show winner. Honorees’ artwork was displayed in the Capitol rotunda in Topeka for two weeks during National Homeownership Month, capped off with a statehouse reception for honorees and their families. All entries were displayed via our online gallery, and honorees’ entries were displayed at our Roaring 20s anniversary reception. A [digital holiday greeting](#) featuring the honorees’ artwork capped off our anniversary year.
- [Anniversary reception](#): We kicked off our 18th annual Kansas Housing Conference with a Roaring 20s themed anniversary celebration. KHRC staff and their guests, conference attendees, partners and stakeholders, and former staff and leaders donned fedoras, pearls, and feathers and channeled the jazz age, raising a toast to our anniversary year. A slide show featured photos and testimonials from our clients and partners, and former directors gathered to share remarks and cut our anniversary cake. We unveiled our anniversary video, giving our attendees a glimpse of the lives and communities changed across the state thanks to our housing investments. The event brought our anniversary celebration to our audience of more than 700 conference attendees and provided an impactful opportunity to connect with housing leaders and partners.
- [20-year metrics](#): We dug deep to determine just how many dollars were awarded, homes created, and Kansans served by our programs throughout our 20-year history. These statistics were compiled into an eye-catching infographic highlighting the lives touched across the state. Our impact stats were published in our annual report and shared in our outreach presentations throughout the year.
- [2023 annual report](#): Naturally, *20 Years of Unlocking Home* served as the theme for our 2023 annual report as well. The publication recapped the year’s highlights and celebrated our 20-year history, with a look ahead to what’s on the horizon for our next two decades.

Results

The goal of our 20th anniversary initiative was to engage our audience through celebrating our history and setting the stage for the work ahead. We achieved this by reflecting on our progress through distinct branding and imagery, compiling compelling metrics that illustrate our impact, sharing success stories, engaging our community through memorable events, and inviting community members to join us in setting a vision for the future.

Innovative

Our anniversary initiative extended throughout the anniversary year and involved engagement on a variety of channels, ensuring broad reach across the state. We reached stakeholders ranging from former leaders and industry partners who attended our reception, to students and their families who had never heard of KHRC but were exposed to our work through our art contest outreach, to housing leaders who saw our anniversary video at a presentation. This integrated, multi-channel campaign provided a variety of touchpoints, allowing us to reach a broad and diverse audience.

Replicable

Our anniversary initiative is easily replicable, requiring only an investment of staff time and a modest budget. Several of the initiatives we took on—including sponsoring an art contest and coordinating production of a commemorative video—were brand new efforts we had never attempted before. We were able to execute these initiatives successfully thanks to the hard work and dedication of our team.

Engage targeted audiences

Our anniversary initiative engaged a diverse group of target audiences, ranging from housing partners and stakeholders who attended our reception, to community leaders and legislators who viewed our video during community presentations, to subscribers who were served social posts and emails celebrating the milestone, to students and their families who participated in our art contest. We achieved our goal of reaching Kansans across the state, expanding beyond our group of longtime partners and advocates to reach the general public.

Achieve measurable results, strategic objectives

Admittedly, the political capital built and relationships nourished through our anniversary outreach are difficult to quantify, but we have a few metrics:

- Approximately 450 guests attended our Roaring 20s anniversary reception.
- We received nearly 50 entries for our statewide youth art contest.
- Our anniversary video has received 380 views on YouTube, hundreds of others during in-person presentations and outreach events.
- Our email campaign sharing the annual report with our audience was sent to 6,258 users, achieving an open rate of 36 percent, or 2101. Facebook posts sharing the content reached more than 500 users.

Provide benefits that outweigh costs, demonstrate effective use of resources

Our anniversary initiative was executed entirely in-house with existing staff who volunteered their time to support the effort. Our anniversary staff committee was divided into three sub-committees: a branding arm that compiled metrics, photos, testimonials, and success stories, coordinated video production, and developed anniversary assets; an art contest subcommittee that coordinated our contest outreach and logistics, and a reception committee that planned this special event. With the exception of the creative team we hired to produce our video, the initiative was planned, coordinated, and executed entirely in-house by existing team members. A modest budget of \$20,000 covered video production and our anniversary and art contest receptions.

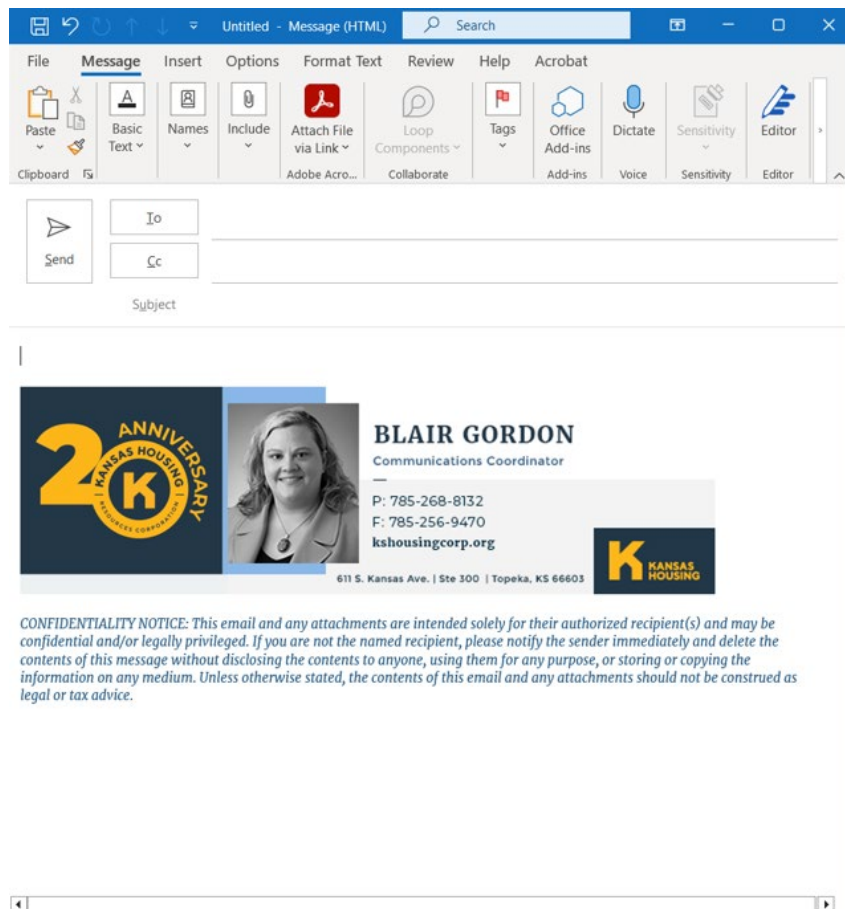
The goal of our anniversary initiative was to celebrate two decades of success and set a vision for the future. Our year-long series of events and special initiatives told that story, positioning ourselves as the state's go-to housing voice and partner for the past 20 years and many more to come.

Visual Aids and Supporting Materials

Visit our [20th Anniversary webpage](#), including a gallery of youth art contest entries and anniversary reception photos, online.



Anniversary Logo



Anniversary Email Signature

COLOR VARIATIONS

In order to maintain the integrity of the Kansas Housing brand use the approved color variations. Please note, examples below are used to show color options for backgrounds only. Logo options should never be placed inside a box for final publication.

Variation White on Indigo



Variation Yellow on Indigo



Variation Indigo on Blue



Variation White on Blue



Variation White on Sapphire



Variation Yellow on Sapphire



Access our 2023 interactive annual report, [20 Years of Unlocking Home](#), online.





Comprehensive 20-year metrics



[Anniversary Video](#)



2023 holiday card



Kansas Housing Resources Corpo...
217 subscribers

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[2023 Holiday Card featuring youth art contest honorees](#)

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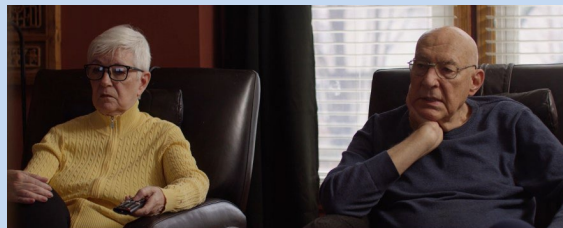
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Selected slides from our 20th anniversary slide show, which was presented at our anniversary reception and the 2023 Kansas Housing Conference.