

WCDA Brings You Home in 3, 2, 1

Wyoming Community Development Authority

Communications: Integrated Campaign

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2020 NCSHA Awards

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Category: Communications

Subcategory: Integrated Campaign

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WCDA Brings You Home in 3, 2, 1 Summary

Wyoming Community Development Authority (WCDA) is the key to affordable housing in Wyoming. WCDA Brings You Home in 3, 2, 1 has multiple components that go into making this a successful campaign.

Pay it Forward was the main piece of WCDA Brings You Home in 3, 2, 1. This piece essentially created “Bring WCDA to Your Home.” This 2019/2020 campaign has a strong community feel throughout the entire process. The Pay it Forward video was filmed in Cody, Wyoming. Why Cody? Every year, we turn our Pay it Forward video into a community challenge. Our Pay it Forward Challenge winners from last year were the Cody, Wyoming, Law Enforcement which led us to filming our most recent video in Cody. This piece was incredibly important in bringing this entire campaign together.

Each piece of this campaign includes our video, billboard designs, social media graphics, email graphics, email signatures for employees, digital displays and a new design and page addition on our website.

Quality and Affordable Housing Starts Here. This is the campaign’s tagline along with the second piece of our campaign. This piece is meant to drive home the three things WCDA is all about: ask a lender, get educated, and get approved.

Our website’s hero image was switched out and updated to reflect “WCDA Brings You Home in 3, 2, 1” and “Quality and Affordable Housing Starts Here.” The new image includes a button that links you to a separate page located on the website. This page contains information regarding what this campaign is about, the steps a homebuyer need to take, and a link for the Pay it Forward contest where entries can be submitted.

Innovative

WCDA set sail with full steam to deliver and display this campaign in the best possible way. By using the same look and feel of our WCDA branding (WCDA blues, WCDA yellow, and our chevron print), has helped keep our audience engaged while quickly realizing all ads and graphics are related to Wyoming Community Development Authority.

Replicable and Targeted Audience

WCDA Brings You Home in 3, 2, 1 was created by bringing Wyoming communities together and getting involved in the Pay it Forward Challenge. The storytelling process of this WCDA campaign can easily be replicated by taking each step and designing it to center around your state and message.

Measurable Results

The campaign launched in November of 2019 with nearly 3,500 Pay it Forward video views in the span of a few months. The Pay it Forward portion of the campaign truly generated buzz across our state's cities and towns. By generating a community-feel, we were successful in grabbing the attention of not only our borrowers and partners, but Wyomingites with possible interest in using WCDA in the future. The 3, 2, 1 aspect to this campaign has made it easy for those looking into buying a home to get a step-by-step of exactly what they need to do. We have received great feedback from our audience with positive reviews on this display and communication of this campaign.

An Effective Use of Resources & Achieve Strategic Objectives

To create a successful campaign, WCDA utilizes the help from Marketing, Human Resources, and an outside advertising agency. From there, the manager of marketing along with the help of human resources, works together with the advertising agency to ensure each aspect of the campaign is as visually appealing and informative as possible.

Visual Aids

Visual aids are attached along with a mailed physical copy of our booklet.



• EST. 1975 •

**BRINGS YOU
HOME**





Logan Christie, WCDA Home Buyer



**PAY IT
FORWARD**



If there is one thing WCDA loves about our business,
it's the fact that we get to help others.

With our second annual Pay It Forward campaign, we encouraged our home buyers in Cody, Wyoming to do the same by "Paying It Forward" to fellow community members through paying for groceries, free laundry passes, covering the bill at lunch, and more.



3.5K
VIDEO VIEWS



Social media played an important role in the Pay It Forward video campaign for WCDA. Our video has garnered more than 3K views on Facebook alone, with viewers getting to directly see acts of kindness and “paying it forward” in the community. Watch it yourself online at rebrand.ly/wcda_payitforward19.





3

3: GET EDUCATED
Complete the Homebuyer Education to earn your certificates.

2

2: ASK A LENDER & GET PRE-APPROVED
Speak with a WCDA participating lender to check out the variety of loan products that fit your needs and get pre-approved.

1

1: CHOOSE A REAL ESTATE AGENT
Make an appointment with your Real Estate Agent and find your dream home!

QUALITY AND AFFORDABLE HOUSING **STARTS HERE.**

Buying a home can feel overwhelming. Where do you start? Is there a process? We created our 3-2-1 campaign designed around a simple step-by-step guide for WCDA homebuyers, to help make their homeownership dreams become their reality.



BRINGS YOU HOME IN

3

GET EDUCATED

2

GET APPROVED

1

FIND AN AGENT

QUALITY AND AFFORDABLE HOUSING **STARTS HERE.**

WYOMINGCDA.COM

Radio spots featuring the winners of WCDA's Pay It Forward campaign and detailing the 3-2-1 method of WCDA's loan process played on Wyoming radio stations, sharing the feel-good challenge and helpful offerings of WCDA with local residents in their homes or wherever they went.

Listen to them at:

- rebrand.ly/wcda_payitforward_radio1
- rebrand.ly/wcda_payitforward_radio2
- rebrand.ly/wcda_321_radio

QUALITY. AFFORDABLE HOUSING STARTS WITH **WCDA.**





COMMUNITY MEANS THE WORLD TO WYOMING COMMUNITY DEVELOPMENT AUTHORITY.

With the difference that all of us at WCDA get to make in the community and in real peoples' lives, our Pay It Forward and 3-2-1 campaigns were a fun way to not only help others in their homebuying process, but to also get to see others help their community and reap the rewards that feeling gives us every day.

Showcased throughout the local community and beyond, these stories helped other people to relate and see what WCDA has to offer, while also seeing how they can make a difference in the lives of their community.



RICHARD PERKINS
OWNER



wyomingcda.com