

Guiding You Home: Through The Decades

Wyoming Community Development Authority

Communications: Integrated Campaign

HFA Staff Contact

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Objective

In celebration of our 50th anniversary, the Wyoming Community Development Authority (WCDA) launched the **Guiding You Home: Through the Decades** campaign to honor the profound impact our HFA has had on Wyoming citizens over the past five decades. Our goal was to create a six-video series that would vividly showcase WCDA's 50-year legacy, by decade, and connect past achievements with our ongoing mission.

Execution

Steps Taken:

- **Campaign Development:**
WCDA's HR and Marketing team, in collaboration with our external marketing partner Beyond Blue Media, initiated the campaign by selecting the slogan "Guiding You Home," and defining the overall creative direction. Two commemorative logos were also developed to anchor the anniversary branding.
- **Content and Historical Research:**
Our internal Marketing team led the research effort by reviewing archival photographs, historical documents, and annual reports to create a detailed timeline of WCDA's 50-year history. This timeline became the foundation for the video campaign's storyline.
- **Storyboard and Interview Planning:**
Using the timeline and key historical elements, we created a storyboard to guide the external video production team. We identified former Executive Directors, retired employees, a former WCDA homeowner, and current leadership to serve as voices of the agency's history and future. While Beyond Blue Media handled the filming, all interview questions and communications were developed internally to ensure the narrative stayed true to WCDA's story.
- **Narrative Development and Scripting:**
After gathering interview footage, the Marketing team crafted the narrative arc and scripts for the six-video series, carefully weaving together interview clips to create a compelling, cohesive story.
- **Supplementary Content Creation:**
To enhance the video campaign, the Marketing team assembled a library of archival materials and sourced additional stock footage. These elements allowed Beyond Blue Media to enrich the visual experience and maintain a consistent, professional quality across all videos.
- **Campaign Expansion:**
As the video project neared completion, we partnered with Beyond Blue Media to create complementary marketing assets. These included billboard designs, email signatures, website banners, social media graphics, and branded print materials, extending the campaign's reach and reinforcing WCDA's 50th anniversary theme across multiple platforms.

Resources and Replicability:

A key factor in the campaign's success was WCDA's strategic balance between in-house production and selective outsourcing. By maximizing internal capabilities while engaging external partners for targeted creative support, we delivered a high-quality, resource-conscious campaign. This hybrid model is a replicable approach for organizations with limited internal marketing capacity—



proving that, with thoughtful planning, compelling storytelling, and smart resource allocation, a milestone campaign can be both impactful and sustainable.

To further optimize our budget without compromising quality, we utilized an AI-generated voiceover for the video series. This innovative choice helped reduce production costs while maintaining a consistent, professional tone throughout the campaign. The final result is a powerful and memorable anniversary tribute that not only celebrates our past but also serves as a lasting resource for future outreach.

Engaging Our Audience

To celebrate WCDA's 50th anniversary, we launched a comprehensive multimedia campaign designed to raise awareness of our legacy and ongoing commitment to providing affordable housing throughout Wyoming. The campaign was driven by a strategic digital media plan aimed at reaching residents who may not be familiar with WCDA's impact across the state.

Television Commercials

We produced a six-part commercial series highlighting WCDA's history and continued efforts to support Wyoming citizens. To maximize visibility, we premiered the series during one of the year's highest-viewed events—the Super Bowl—and sustained momentum through March Madness. By incorporating both traditional broadcast television and streaming platforms, we ensured we met our audience wherever they were consuming content. The challenge of our six-part commercial series was to craft a cohesive narrative that celebrated our 50-year history while also creating six distinct, standalone commercials—each representing a specific decade. Every spot needed to authentically capture the spirit of its era, reflect our 50th anniversary milestone, and seamlessly contribute to the larger story of the series.

Streaming Services

Recognizing the growing shift toward digital content consumption, we prioritized streaming TV in our media strategy. This approach allowed us to target specific demographics and extend our reach beyond traditional television audiences.

Radio and Spotify Campaign

We launched a statewide radio campaign through the Cowboy State News Network, which reaches nearly 50 stations across Wyoming and produces 22 daily programs—more than any other statewide media outlet. To complement this, we ran targeted ads on Spotify, generating nearly 45,000 impressions. Spotify's advanced targeting and clickable links allowed us to reach key demographics and drive traffic directly to our website.

Social Media Campaign

We leveraged Facebook and Instagram through boosted posts and targeted ads, significantly increasing traffic to our website, growing our follower base, and broadening our audience. Social media allowed us to engage users directly and reinforce our message with shareable content.



Email Signatures & Graphics

To maintain brand consistency and expand the campaign's reach internally, we updated employee email signatures and created branded graphics for use in mass email communications. These visual elements helped unify the campaign across all digital touchpoints.

Billboards

Campaign-themed billboards were strategically placed in high-traffic areas across Wyoming from February through April 2025. These placements have collectively generated over 256,000 impressions, further reinforcing our message in the communities we serve.

Benefits Outweighing Costs

While the *Guiding You Home: Through The Decades* campaign required thoughtful investment, its long-term value significantly outweighs the costs—both in practical and strategic terms.

One of the most impactful benefits was **knowledge sharing**. The video series served as a bridge between generations, passing on the wisdom, experience, and vision of WCDA's past leaders to current and future team members. By capturing stories, milestones, and values from the organization's 50-year journey, we created an engaging internal tool that helps instill pride, context, and continuity among staff. This kind of cultural preservation is difficult to quantify, but its influence on organizational identity and staff alignment is immeasurable.

Additionally, the campaign acts as a **digital time capsule**. We carefully curated and digitized archival photos and footage, preserving five decades of WCDA history in an accessible, shareable format. This not only supports our storytelling efforts today but also ensures that future teams have a reliable visual and historical resource to draw from. The videos themselves can continue to be repurposed for education, outreach, onboarding, and legacy celebrations for years to come—making the content a lasting asset rather than a one-time expenditure.

In sum, this campaign was not just a marketing initiative—it was an investment in our institutional legacy, our people, and our future. The return we gain in engagement, education, and preservation of WCDA's story far exceeds the financial cost of production.

Video Series Results

Our six-part commercial series, *Guiding You Home: Through The Decades*, launched during the 2025 Super Bowl, capturing attention with a strong debut. The response from viewers was overwhelmingly positive, especially following the high-profile launch.

After the Super Bowl, we extended the campaign to streaming networks, where the videos have consistently performed well—averaging 26,161 impressions per month with an impressive 98% completion rate. On traditional television, the commercials have aired over 2,200 times.

Considering Wyoming's population of just over 500,000, the reach and engagement of this campaign have been significant. The series has played a vital role in increasing awareness of the Wyoming Community Development Authority, helping connect our history and mission with a broader audience across the state.



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Visual Aides

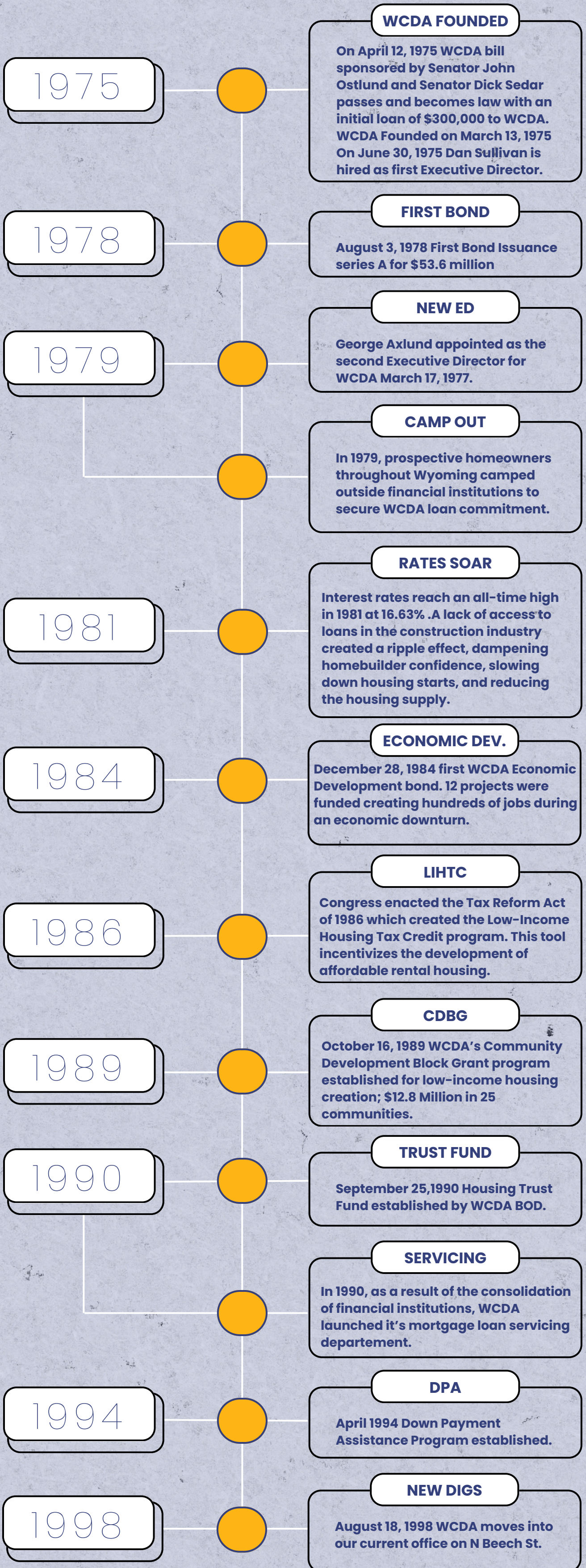
Logo Designs: 50 Anniversary Logos



50 Years Through the Decades Timeline:

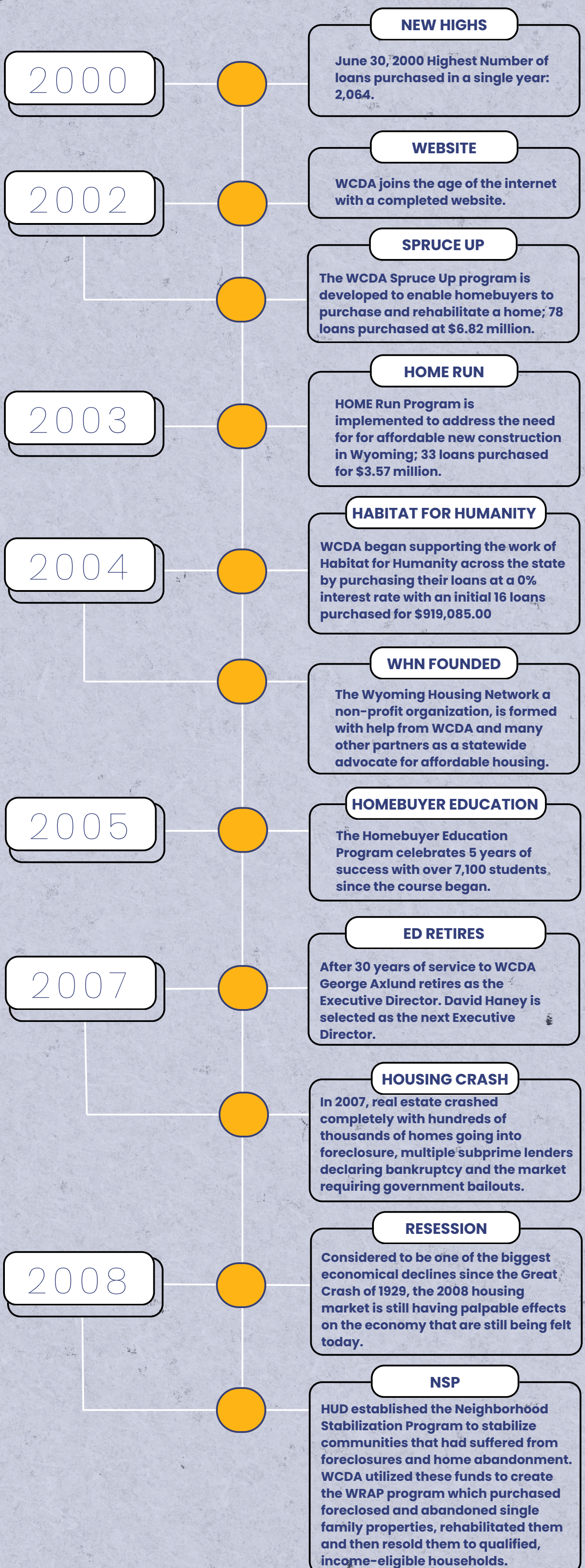
WCDA 50 YEARS

Through the Decades Timeline



WCDA 50 YEARS

Timeline Continued



WCDA 50 YEARS

Timeline Continued

2010

FTHB PROGRAM

WCDA issued \$70 million of bonds under the newly created New Issue Bond Program (NIBP). The NIBP was created by the U.S. Treasury to help support the state housing finance agencies (HFA's) after the financial crisis of 2008-2009. 60% (\$42 million) of the bonds were purchased by Fannie Mae and Freddie Mac and the other 40% were sold on the open bond market to investors. This allowed the HFA's to continue their critical mission of providing first-time homebuyers with funding for their mortgages.

2015

40TH ANNIVERSARY

After 8 years, David Haney retires and on 12/1/2015, Scott Hoversland is announced as the new Executive Director. WCDA launches a new interest free DPA program, "HomeStretch"

2018

PAY-IT-FORWARD

WCDA creates the annual Pay-It-Forward campaign to give back to the community that has continued each year since.

2019

HOME RUN

HOME Run Program is implemented to address the need for affordable new construction in Wyoming; 33 loans purchased for \$3.57 million.

2020

WEHAP

WCDA launched The Wyoming Emergency Housing Assistance Program (WEHAP) on June 4, 2020.

2021

CDBG PROGRAM

July 1, 2021, WCDA was designated by the Governor as the recipient of the State of Wyoming's CDBG grant. Under the CDBG program, WCDA awards grants to smaller units of general local government (UGLGs) that develop and preserve decent affordable housing, provide services to the most vulnerable in our communities, and respond to urgent community needs. WCDA awarded the first CDBG grant in 2021 to Shoshone for \$120,000 for the acquisition, demolition and Clearance of Two Sites for Future Housing Development.

2023

Billion on the Books!

In November of 2023, WCDA hits \$1,000,000,000 in mortgages on the books.

2025

50TH YEAR!

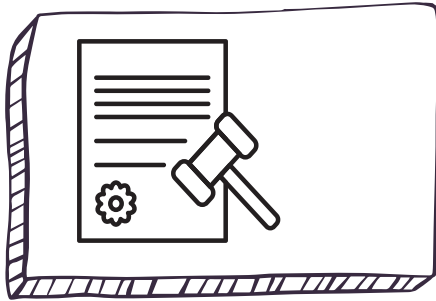
WCDA celebrates 50 years of service. Together we've helped more than 60,000 families achieve the dream of owning their own home!



WGDA leading innovation for Wyoming through the decades.

Audio: Dan Sullivan and Cheryl Quinlan

70's



1 WGDA Founded on March 13, 1975



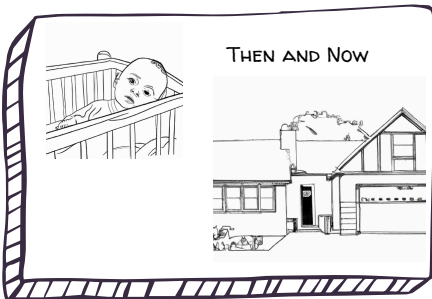
2 On June 30, 1975 Dan Sullivan is hired as first Executive Director.



3 In 1979, prospective homeowners throughout Wyoming camped outside financial institutions to secure WGDA loan commitment.



4 "Our realtor made us aware of the WGDA loans and I guess it was pretty new back then, we applied for it and we were given a miracle" -Cheryl



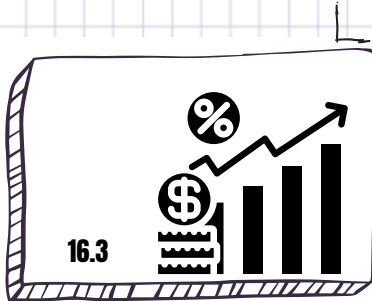
5 "That is where my son was born , I still sometimes drive by that house"



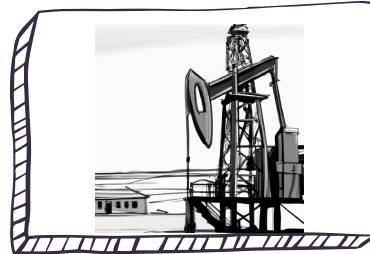
6 "WGDA has provided such a valuable resource for people who have not had a home, I mean having a home is the American dream"

Audio: Voice over. George Axlund and Cheryl Quinlan

80's



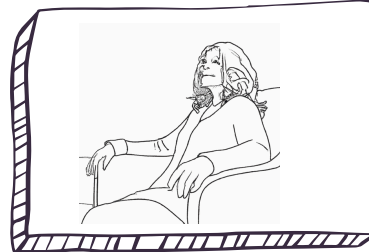
- 1 Interest rates soared to 16.3% in 1981, making it even more challenging to get into a home.



- 2 Wyoming's natural resources in the oil and coal industries were driving up the population



- 3 George Axlund spoke about the situation in the 80's, He had some good sound bites that could be used.



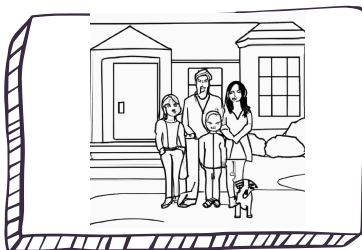
- 4 You could use the part of Cheryl's interview where she talked about it being a very exciting time and that there were so many people you had to wait just to get an apartment.



- 5 If we could find a news clip from the 80's talking about the rising cost of housing, or the record foreclosures that would fit well here.



- 6 We may not be able to find footage or an image like this but there were mass foreclosures across Wyoming in the 80's.



- 7 Using either stock footage or still images showing a family in front of their house with the voice over saying, "WGDA helped you get into a home of your own and helped others stay in their homes during the booms and busts."



WCDA your trusted mortgage servicing partner through the decades.

Audio: Voice over. George Axlund and Audio Clips

90's



1 You could use the dialup internet sound to signify the 90's. We have some photos of WCDA "office life" in the 90's.



2 In 1994 we increased our offerings to first time home buyers with a down payment assistance program.



3 George Axlund talked about the boxes full of financial information getting dropped off at WCDA after their servicing partner went out of business.



4 Due to the addition of the servicing department WCDA needed to move into a new building to accommodate the growth at the company..



5 In those early days servicing was done on a ledger by hand, while we still operate our servicing in house at WCDA we have automated systems now!



6 When WCDA took over the servicing of loans it was important to be able to meet face to face with borrowers to answer questions and help them through the process just like we do today.



WCDA preparing you for responsible homeownership through the decades.

Audio: Voice over. George Axlund and Audio Clips

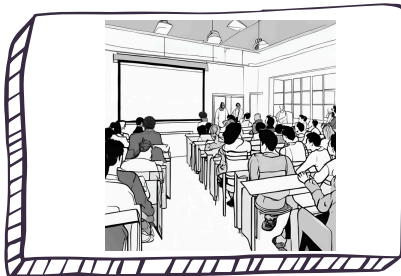
2000's



1 In June of 2000 WCDA hits new highs with the highest number of loans sold in a single year.



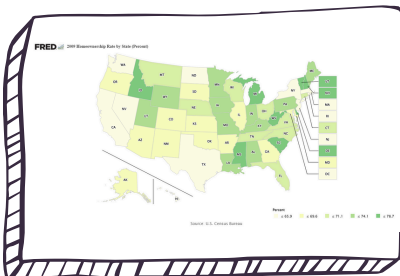
2 A new construction neighborhood full of sold signs. With irresponsible lending practices more Americans were getting into homes but they weren't prepared for the commitment.



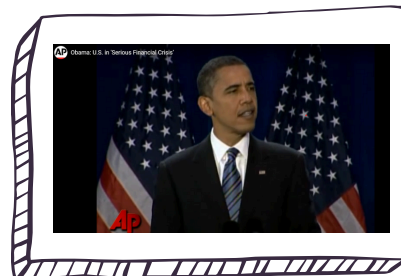
3 WCDA started their homeowner education program in the early 2000's with the aim of educating borrowers before committing to the homeownership journey.



4 Archival footage/ audio reporting on the Housing crash of 2008.



5 Voiceover talking about how Wyoming maintained its high rate of homeownership throughout the crisis.



6 Associated Press clip of Obama discussing how to keep people in their homes



WGDA helping you find more than just a home through the decades.

Audio: Voice over. Callie and Audio Clips

PANDEMIC SHIFT



1 News coverage on the covid 19 pandemic.



2 footage of people stuck at home.



3 Homes turned into classrooms.



4 Homes turned into offices.



5 Homes became safe refuge from an uncertain world.



6 Home is a place to be at peace with your family.



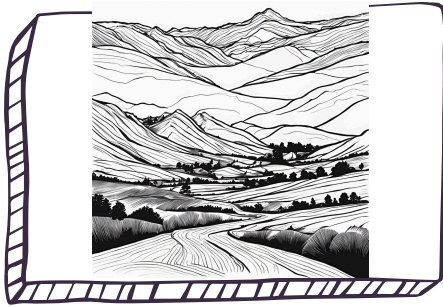
7 The collections team at WGDA worked tirelessly to get emergency funding to borrowers to stay in their homes so that they didn't have to worry about a place to live on top of everything else going on.



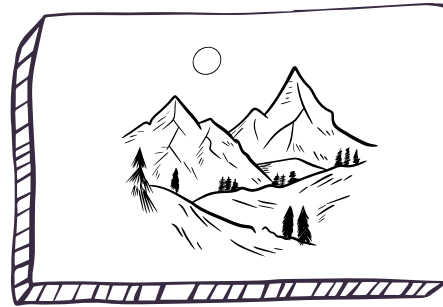
WGDA guiding you home through the decades and into the future.

Audio: Voice over and Scott Hoversland

LOOKING TOWARD THE FUTURE



1 Sweeping Wyoming landscapes with linedrawn communities popping up



2



3



4 WGDA staff smiling and working



5 Interview with a future homebuyer discussing what home will mean for their family through the decades.



6 Interview with Scott speaking about WGDA's mission and continued work in the future.



Six-Part Video Series:

WCDA Through the Decades: 1970's: [View Here](#)



WCDA Through the Decades: 1980's: [View Here](#)





WCDA Through the Decades: 1990's: [View Here](#)



WCDA Through the Decades: 2000's: [View Here](#)





WCDA Through the Decades: 2020's: [View Here](#)



WCDA Celebrating 50 Years of Guiding You Home: [View Here](#)





WCDA 50 Years Guiding You Home Campaign Assets:

Radio and Spotify

[Listen to the 50th Anniversary radio Ad here](#)

Spotify Ads

Ad results overview

Impressions	Impressions off Spotify	Reach	Avg frequency	Video views	Completion rate	Clicks
22,455	0	10,860	2.068	5,655	47.74	101
CTR						
0.45%						

Ad status

Your ad was approved



Share

Ad details

Advertiser name

WCDA

Tagline

50 Years of Housing Wyoming Families

Click-through URL

<https://www.wyomingcda.com/>

Call to action

Learn more



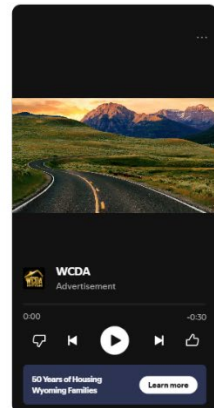
Logo

Final All Gold 50 Years Logo.png



Image

Copy of Instagram Posts Square.png



Ad results overview

Impressions	Impressions off Spotify	Reach	Avg frequency	Video views	Completion rate	Clicks
22,292	0	10,966	2.033	5,503	47.151	108
CTR						
0.484%						

Ad status

Your ad was approved



Share

Ad details

Advertiser name

WCDA

Tagline

Housing Wyoming Families Since 1975

Click-through URL

<https://www.wyomingcda.com/>

Call to action

Learn more



Logo

Final All Gold 50 Years Logo.png



Image

Copy of Google Ad 200 x 200 (700 x 700 px).png



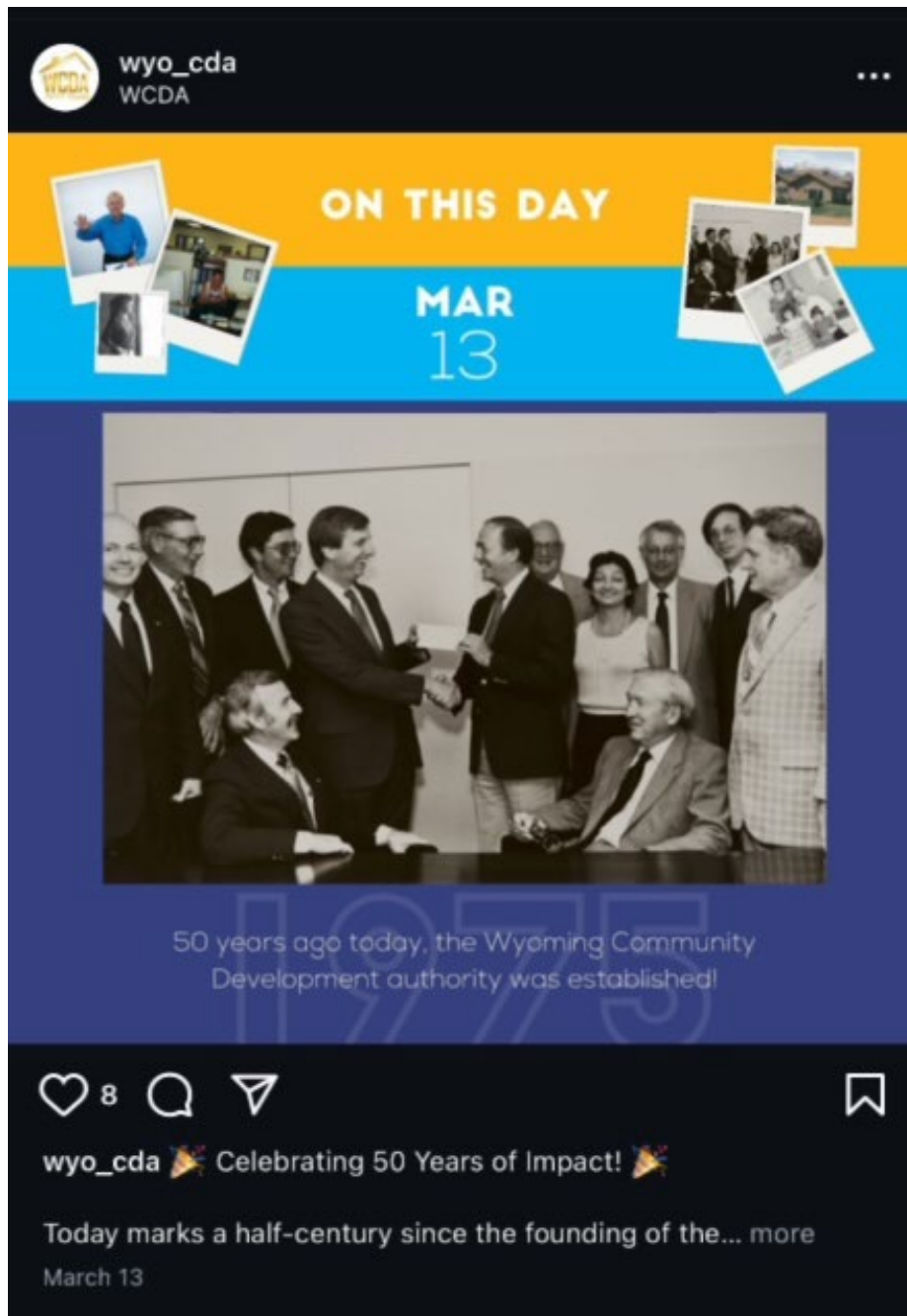


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Social Media

[Facebook Page](#) @WCDA

[Instagram Page](#) @wyo_cda





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Email Signatures & Graphics



Mass Email Footers



Billboards



PROOF OF PERFORMANCE

PANEL: 13082 | TAB#: 166746 | INSTALL DATE: 5/1/2025

CONTRACT: 4917206	NAT'L CONTRACT
CUSTOMER: WYOMING COMMUNITY DEVELOPEM...	REPORT DATE: 5/2/2025
ADVERTISER: WYOMING COMMUNITY DEVELOPEM...	

Location: I-25 SS 1000' EO CENTER FW

Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 83952

Lamar Office: 238 - Lamar Advertising of Wyoming | Market: CASPER

Material Received:

