

Pay It Forward

Wyoming Community Development Authority

Communications: Promotional Materials and Newsletters

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Wyoming Community Development Authority (WCDA) was craving to create a holiday challenge that would blow the residents of Wyoming out of the water. After tons of research, an idea that originally came from Iowa Finance Authority, sparked the attention of the WCDA marketing and human resources team. The idea to pay it forward within the community was brought to life as WCDA chose four first-time homebuyers to help participate in this holiday challenge that far exceeded everyone’s expectations. These four homebuyers were given two (2) \$100 Visa Gift Cards, one for them to keep and one for them to pay it forward within the Casper community. The thoughtful ways these individuals chose to spend their \$100 in the community was inspirational.

As one homebuyer brought donuts to the Boys and Girls Club, a camera crew tagged along to capture every minute of this tender moment. Another brought pizzas to a hard-working construction crew while one of the others bought lunch for a family eating at one of Casper’s favorite restaurants. The last homebuyer that was captured in this video was a bit of a tear-jerker. Searching for almost an hour in a local grocery store, the homebuyer finally selected the perfect family. After paying for this family’s groceries, WCDA was soon notified that this woman was raising her two grandchildren. She was more than appreciative to have her groceries paid for that day, as she only had a few hundred dollars left in her account.

The response to WCDA’s Pay it Forward video was invigorating.

A second video was produced featuring Scott Hoversland, WCDA’s Executive Director, challenging all Wyoming communities to pay it forward during the holiday season, and submit a video and/or short summary with a photo that explained how that individual or company chose pay it forward. The winner of this challenge would receive a \$500 Visa gift card. The submissions received were much greater than expected. With more than 20 submissions to pick from, WCDA had a tough decision to make.

Innovative & Effective Use of Resources

The Pay it Forward video effectively utilized the service of not only the internal marketing, human resources, and administrative team, but also the external advertising agency. The reasoning behind this was to successfully build the video in a way that maximized the amount of resources to make this video extraordinary.

Replicable

This idea was borrowed originally from Iowa Finance Authority. We loved the work and thought put into making their video specifically touching the hearts of their home state... and wow did it! This idea was taken and recreated with a "WCDA" flare on it.

Targeted Audience & Results

WCDA's Pay it Forward video reached the state of Wyoming and beyond. Although Wyoming was the main target audience, the video reached far outside that realm, getting noticed in multiple states along with internal and external challenge submissions. The results were incredible, heartwarming, and an overall exceptional turnout.

Provide Benefits that Outweigh Costs

The Pay it Forward video cost included a full day's footage, recorded interviews with each homebuyer and the individuals that received the pay it forward gift, editing, and music. Along with a \$1,000 in gift cards. The video benefits far outweighed the cost because of the difference it made in these individual's lives.

Visual Aids

To watch WCDA's Pay it Forward video, please visit: rebrand.ly/wcdavideo



2,800 Views/Reach
102 Reactions/Comments/Shares

Thanks, WCDA, for
encouraging all of us to
Pay It Forward!
-Facebook User

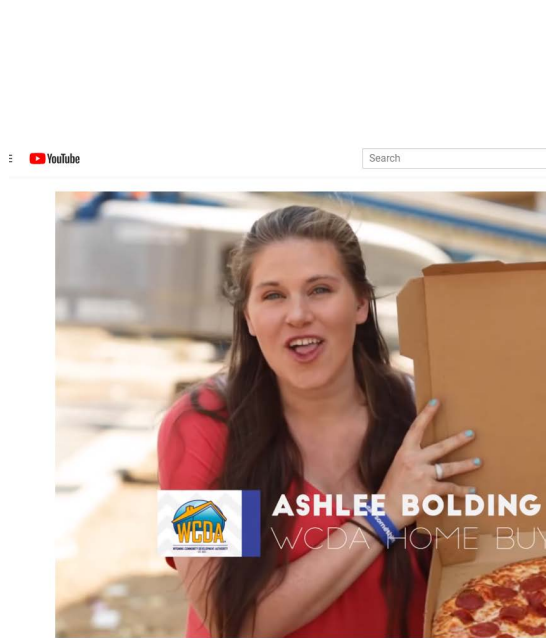


700 YouTube Views

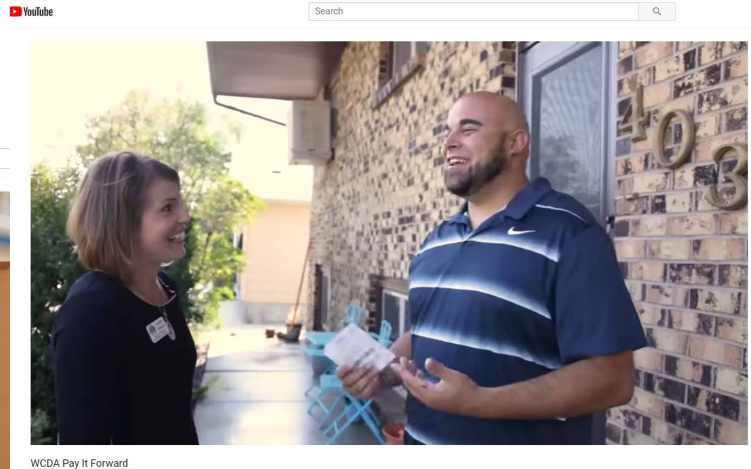
We are THRILLED to have had the opportunity to make this video for our client WCDA! At one point during the filming of this video, our entire team was moved to tears during of the "Pay it Forward" moments. Thanks, WCDA for your partnership and the creative collaboration on this piece!
-The Bark Firm

Oh my
goodness!
I'm in tears!
Very
awesome!
*-Facebook
User*

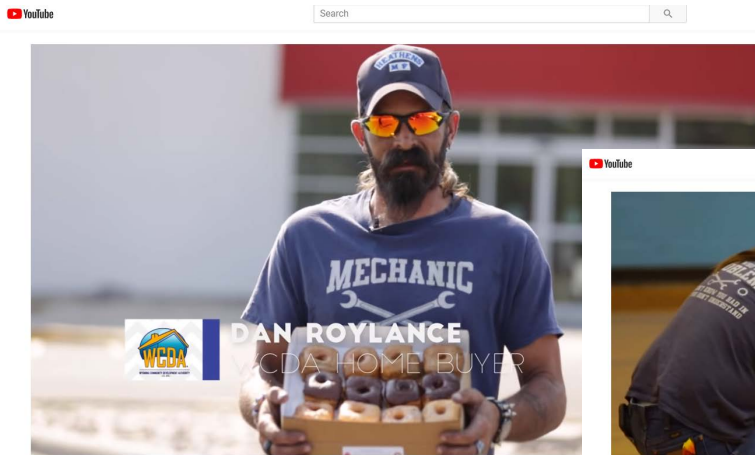
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“Real People, Real Stories”
Communications: Creative Media



WCDCA Pay It Forward



WCDCA Pay It Forward

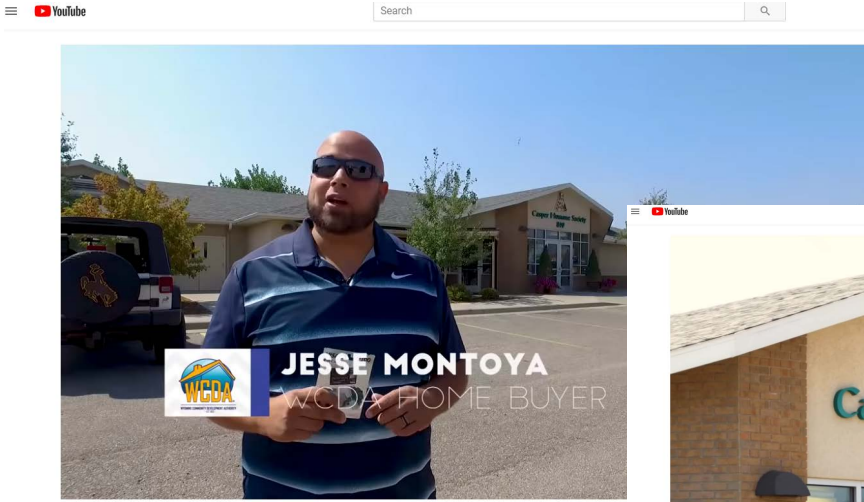


WCDCA Pay It Forward

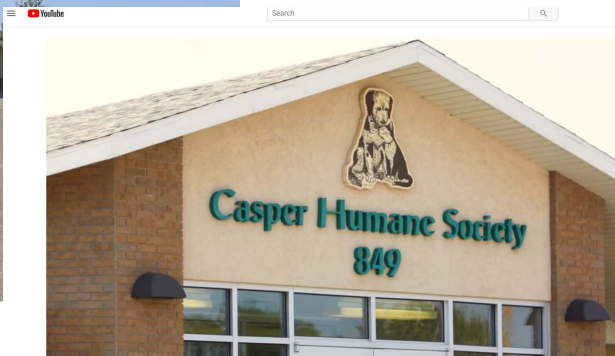


WCDCA Pay It Forward

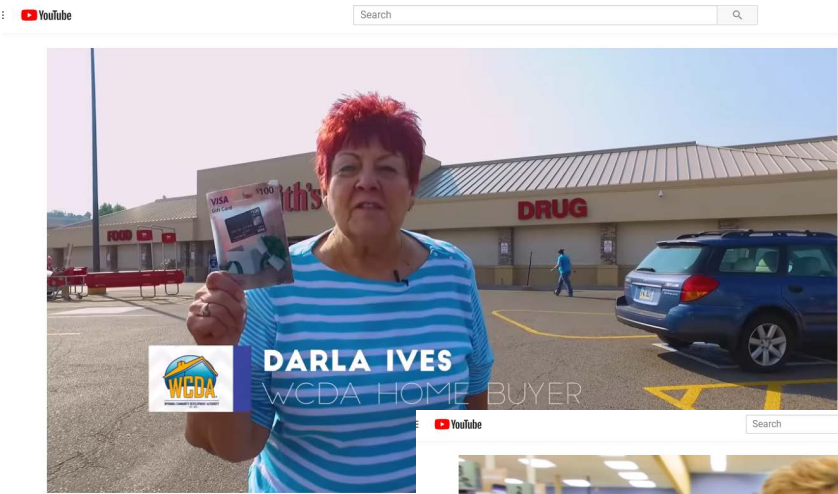
Wyoming Community Development Authority
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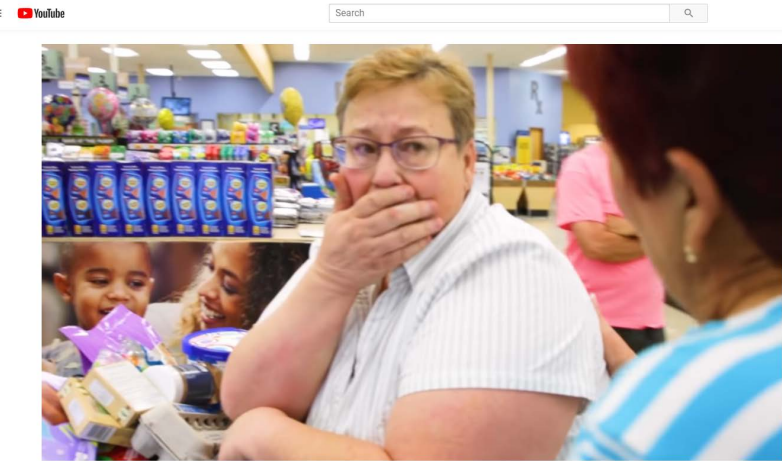
WCDA Pay It Forward



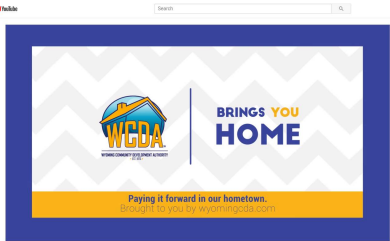
WCDA Pay It Forward



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