

WCDA Home Makeover
Wyoming Community Development Authority
Communications: Special Event Marketing

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WCDA HOME MAKEOVER

Every year, WCDA gives back to Wyoming's community with our Annual Pay it Forward event. This year, we paid it forward in a slightly different way than ever before. We can thank COVID for that... but really, let's thank COVID because this year's Pay it Forward event was our best yet!

We decided to do a "WCDA Home Makeover: Curb Appeal Edition." We ran a contest on social media asking borrowers to submit their story; introducing themselves; why they needed a home makeover; and what they wanted done to their home. After going through over 150 applications, we came up with the perfect candidate. Our very deserving homeowner, Alannah, was our winner!

Our submission contest ran across social media platforms, radio, and on our website, with only two guidelines: you needed to be a WCDA borrower and live in the Casper area. If the borrower's home was in need of some added curb appeal, we encouraged them to throw their hat in the ring. Our submission posts included a timeframe of when the home makeover would take place, what the makeover could include (fresh paint, beautiful planters and flowers, rock work, and more), and a few details about the filming crew that would be joining us that day.

ALANNAH'S SUBMISSION:

"I am a single mom of two children, ages 14 and 17. My daughter is a senior this year and planning on going to Casper College next year to begin her college journey. She loves to hike and draw. My son is going into the 9th grade this year so will be able to ride to school with his sister!! He loves to golf and fish. I work at Walmart Vision Center as the manager and I am attending Purdue Global to get my Masters in Healthcare Administration. We have lived in this house for three years now. My first house that I have owned on my own. My son and boyfriend helped me get a back fence put in this last May.

I would love to have my house painted to add some color to it. I also like the decorative shutters by the windows with a flower basket under the window.

Any help with my deck for improvements would be great.

My lawn also needs help, it has many weeds. I have been trying to weed and feed and add a few plants and rocks here and there to make it look better.

I am super excited!

-Alannah"

Our Home Makeover transformed Alannah's curb appeal. 45 WCDA employees put all hands-on deck to complete a fresh coat of paint on the house, new shutters, upgraded storm door, window planters, landscaping, and so much more.

ENGAGING OUR AUDIENCE

Our first ever home makeover was focused around our borrowers based out of the Casper, Wyoming area. Our reasoning behind focusing on one city rather than the whole state was because we chose to utilize our staff members to help make this makeover possible. WCDA offers eight paid volunteer hours per year, this assisted in the excitement of helping prep Alannah's home prior to the day-of along with finishing up the last bit details after the big reveal.

We were able to engage our target audience in a big way. Our amazing Casper community helped out immensely. From exterior paint to a raised garden bed to supplies, our community members candidly helped us shine. Not only did we select one of our borrowers, we also had local businesses donate to our homeowner, which in the end, made this incredible transformation possible.

RESULTS

The results of our home makeover were indescribable! Everything from the new navy-blue shutters and trim to the crisp gray coat of paint covering Alannah's house, the physical results were almost as great as the emotional ones. Seeing the tears fill Alannah's eyes, the beaming smile on her daughter's face, and the joy surrounding her son and parents was the greatest result of it all. It truly made all of our hard work pay off.

WHY OUR WCDA HOME MAKEOVER IS AWARD WORTHY

The three main reasons our home makeover is award worthy:

1. Community outreach. One of our WCDA values is community. Our staff went above and beyond to contribute to our community with their hard work and dedication to this project. Through social media, we were able to reach Wyomingites across the state with the impact this curb appeal had to Alannah's neighborhood.
2. Giving back. We were thrilled to be able to give back in a vulnerable time during the COVID-19 pandemic when our borrowers needed it most.
3. Employee involvement. The team building that came out of this project was amazing. Our home makeover gave our staff members a chance to work together to make someone's dream come true.

REPLICABLE: This home makeover is easily replicable - let us explain in a few short sentences. Run a social media contest and select a winner, we suggest setting guidelines so this benefits one of your borrowers. Pick a date and start requesting donations from local businesses. Close down your office for a day (a staff retreat day is a great day for this) and have all employees participate. With a solid game plan, this project could be one of the most rewarding projects you do.

Bonus: Get your staff matching t-shirts for the makeover day. Not only do the shirts help everyone feel connected, people might stop and ask what your shirts are all about and that's the best kind of free advertisement if you ask us! We also placed a large banner outside Alannah's home so everyone who drove by knew what was going on. Plus, don't forget to shout out everyone who donated on social media!

BENEFITS THAT OUTWEIGH THE COSTS & EFFECTIVE USE OF RESOURCES: In order to incorporate team building amongst our staff members, we chose to use our employees for help with our home makeover rather than hiring out. This option turned out great! Our staff loved working together and the feeling everyone got when they saw Alannah take off her blindfold and see her “new” home for the first time.

As mentioned above, a ton of local businesses helped out by donating anything from paint and supplies to plants and flowers. We even had a landscaper donate their time and come help us make the landscaping look fantastic. We couldn't have done it without the help of our local connections who donated so many helpful resources. All the donations we received helped contribute to the benefits far outweighing our costs.

VISUAL AIDS

Watch our WCDA Home Makeover here: [WCDA HOME MAKEOVER](#)

