

# 50 Acts of Kindness for 50 Years of Service

**Wyoming Community Development Authority**

Communications: Special Event Marketing

**HFA Staff Contact**

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## 2025 NCSHA Awards

Wyoming Community Development Authority

50 Act of Kindness for 50 Years of Service

*Category: Communications*

*Subcategory: Special Event Marketing*



## Objective

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Every year, the Wyoming Community Development Authority (WCDA) gives back to our community through a Pay-It-Forward campaign. There have been many iterations, such as visa card giveaways, home makeovers, coffee shop takeovers, and donation dashes, but as our 50<sup>th</sup> anniversary approached, we knew we wanted to do something more. **“50 Acts of Kindness for 50 Years of Service”** would honor not just our history, but the thousands of lives and many communities we’ve touched over the past five decades. From the campaign’s kickoff in September 2024 through January 31, 2025, WCDA invited its network of partners, friends, and neighboring Housing Finance Agencies (HFAs) to participate by performing meaningful acts of kindness, capturing them on video, and sharing them with WCDA—with the ultimate end goal of inspiring others to do the same.

The response was overwhelming, with participants across the region stepping up to spread goodwill and demonstrate the true power of community. All submitted videos were compiled into a powerful feature that celebrated the collective impact of the campaign.

This video premiered at the **Mountain Plains Housing Summit in Jackson Hole, WY**, serving as a moving tribute to the generosity and collaborative spirit that defines WCDA and its partners. “The success of the Pay-It-Forward campaign reflects what can be achieved when we come together for a common purpose,” shared Scott Hoversland, Executive Director at WCDA. “It’s a beautiful way to honor 50 years of service and look forward to the future with hope and unity.”

## Engaging Our Audience

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At WCDA, giving back is woven into the very fabric of who we are – it’s one of our organizational core values. As part of our 50th anniversary celebration, we wanted to not only reflect on our past accomplishments but also make a meaningful impact in Wyoming and beyond, honoring the broader mission that drives our work: building stronger, more compassionate communities. To achieve this, we engaged our neighboring HFAs in the Mountain Plains region, our national partners, and our dedicated staff in a collective effort to complete **50 acts of kindness** in honor of our 50 years of service.

Our staff played a key role, working in small teams to support various charitable initiatives within our community. To help guide and inspire participation, we created a comprehensive **Pay-It-Forward Campaign Media Kit**, which was distributed to our staff, partners, and neighboring HFAs. This kit outlined the campaign’s goals and provided clear instructions on how to get involved.

We also introduced an internal team challenge to tap into WCDA’s competitive spirit, motivating staff to spread even more goodwill while fostering a sense of camaraderie. The result was a truly collaborative effort that brought our community together in a meaningful way—ultimately surpassing our goal of 50 acts of kindness and creating a ripple effect of positive change.

## Replicability and Use of Resources

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### Outreach:

- Our HR and Marketing team led outreach efforts, creating email templates and a media kit to support executive engagement with partners and neighboring HFAs. We also produced an in-house call-to-action video featuring our executive team using just a smartphone and stabilizer. The email template, media kit, and video made it easy for several members of leadership to extend the invitation to participate across their network, in a consistent way.
- Through these efforts, we gathered acts of kindness from all HFAs across the Mountain Plains region and partners nationwide.
- Additionally, during WCDA’s annual staff retreat, we spent the morning building beds for *Sleep in*



*Heavenly Peace*, a Casper, WY nonprofit, to complete an agency-wide act of kindness. To drive even more participation and encourage investment in the campaign, we created an internal team challenge that encouraged our staff to find a cause that was meaningful to them to contribute to. We divided into small teams (6-8 people) across WCDA to earn points for each act of kindness. Teams earned points based on percentage of their team that participated in the group project, and by the number of acts of kindness completed by individual members of their team. Every member of the winning team earned two hours of extra vacation time!

**Resources Used:**

- We leveraged existing Pay-It-Forward campaign funds to support *Sleep in Heavenly Peace* by funding materials for 15 beds.
- To document the campaign, we partnered with Beyond Blue Media to compile footage into a final video celebrating 50 acts of kindness for WCDA's 50th anniversary. However, the video concept, scripting, and voiceover were developed internally, using a member of the executive team for the voiceover to minimize costs. By engaging Beyond Blue Media to produce the final campaign video, we were able to extend our reach, elevate the storytelling, and use our limited internal resources more effectively.

**Replicability:**

- This model can be easily replicated without professional marketing support. Most media submissions were captured via smartphones, and free or low-cost editing software can be used to compile a similar video. Strong internal coordination and creative resource use were key to the campaign's success.

## Benefits Outweighing Costs

Our annual Pay-It-Forward campaigns are intentionally designed to be low-cost-high-impact to demonstrate the power every member of a community possesses to create positive change. "50 Acts of Kindness for 50 Years of Service" was no exception to that. While we did want to go bigger than ever, we stayed committed to the vision. Rather than requiring significant financial resources, the campaign relied on the time, creativity, and heart of our employees and partners—assets that are already deeply embedded in our organizational culture.

At WCDA, our communications and marketing team may be small — a team of three — but it is both strategic and resourceful. When taking on a project of this scale, we must be thoughtful about what we handle internally and where partnering with outside experts can maximize our impact. Engaging Beyond Blue Media to produce the final Pay-It-Forward campaign video allowed us to make the most of our limited internal resources.

While the campaign used funds typically reserved for WCDA's annual Pay-It-Forward initiative, the collaboration with partners meant that the scale, impact, and reach of the project far exceeded what we could have achieved alone. Rather than 50 small, isolated actions, we created a unified movement — one that celebrated the spirit of service, built community, and left a lasting impression far beyond our state lines. Ultimately, the investment in collaboration and storytelling made this campaign not only resource-efficient, but truly transformative — for WCDA, for our partners, and most importantly, for the many communities that felt the impact of a simple act of kindness.

At WCDA, we understand that the power of a campaign isn't just in its message — it's in the people who help carry it forward. While our marketing team is small, our impact is amplified through strategic collaboration that turned a series of individual efforts into a collective movement of generosity. When we set out to launch this year's Pay-It-Forward campaign, we knew that partnering with others would be essential to achieving something truly meaningful.



Instead of 50 separate acts of kindness, our united approach created a ripple effect of service that inspired connection, fostered community, and left a meaningful impact far beyond Wyoming's borders. This campaign was a powerful reminder that when we partner with others who share our values, we don't just tell a better story — we create a bigger one. Together, we have proved that kindness is most powerful when it's shared.

## The Results

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All eight HFAs in the Mountain Plains region proudly joined our Pay-It-Forward campaign, sparking a powerful ripple effect of goodwill that extended far beyond what WCDA could have achieved on its own. What began as a local initiative quickly grew into a coast-to-coast movement, with acts of kindness pouring in from 13 states across the country.

These acts touched nearly every corner of need: supporting organizations fighting hunger, providing resources for pet shelters, participating in toy drives, helping disadvantaged youth, and uplifting numerous other vital causes. Each contribution, large or small, carried a shared spirit of generosity that resonated deeply within the communities we reached.

In total, more than 50 individual acts of kindness were completed by WCDA staff, partners, and neighboring HFAs — each act a testament to the collective power of coming together for good. While the true number of individuals impacted is immeasurable, the stories, smiles, and transformations sparked by these efforts will carry forward for months, and even years, to come.

The video produced for *50 Acts of Kindness for 50 Years of Service* will serve as a lasting, living asset for WCDA and its participating partners as something to be shared, reposted, and passed along for continued impact. The video elicits a strong emotional response and serves as a powerful tool to reinforce WCDA's mission both internally and externally. The call to action to pay it forward in viewers' own community amplifies awareness of WCDA's values-driven work. By featuring so many real participants, the video fosters a sense of shared ownership and pride that resonates deeply with community members, stakeholders, and policymakers alike.

Perhaps most inspiring, several of our partners shared that they now plan to make Pay-It-Forward initiatives a permanent, annual tradition within their own organizations — ensuring that this campaign's legacy of kindness will continue to grow long after its official conclusion. After all, 50 years isn't just a celebration of our past—it's an investment in the future we want to help create. One where empathy, generosity, and connection are just as foundational as bricks and mortar.

## Visual Aides

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### Pay-it-Forward Media Kit



# PAY-IT-FORWARD

## 50 acts of kindness for 50 years of service

### MEDIA KIT FOR CAMPAIGN PARTICIPANTS

#### CAMPAIGN OVERVIEW

The Wyoming Community Development Authority is launching its Pay-It-Forward campaign once more to create a positive impact in our community. In honor of WCDA's 50th anniversary, we aim to accomplish 50 acts of kindness with the support of our network of friends, partners and neighboring HFA's. This is where you come in. Between now and January 1, 2025, we challenge you to perform a meaningful act of kindness in your community and capture it on film for our Pay-It-Forward campaign. Together, our collective impact can surpass what we can achieve individually.

As a participant in this year's Pay-It-Forward campaign, WCDA kindly asks for your assistance in celebrating our collaboration by sharing sneak peeks of your kind acts on social media. Once you have recorded your act of kindness and shared the video content with us, feel free to post a snippet or image of your good deed on social platforms to generate excitement.

#### ACT OF KINDNESS IDEAS

An act of kindness can be big or small, but should strive to create a meaningful impact in the community. Here are some examples of acts of kindness you could perform:

- Get your entire staff to volunteer at a local foodbank.
- Get in contact with your local Habitat for Humanity and see if they have volunteer opportunities.
- Take initiative and clean up a local park.
- Help an elderly neighbor by raking all of their leaves this fall.
- Adopt a local family this holiday season and provide them with a Thanksgiving meal.

You know the needs of your community best, get creative and find a way to make an impact!

#### EXAMPLE TEASER POSTS



#### TAG WCDA

Whether you post a photo or a video to "tease" your act of kindness, be sure to tag WCDA on social media using the hashtag #WCDA50actsfor50years or #WCDA50actsofkindness



#### FILMING GUIDELINES

1. Ask before filming
2. Make sure every person you film signs a WCDA publicity release form (attached)
3. Make sure your phone is filming horizontal (flip your phone to the side)
4. At the beginning of your clip say who you are and what you are doing to Pay-It-Forward.
5. Multiple short clips from different angles are better than one long clip.



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### Pay-it-Forward Challenge Video



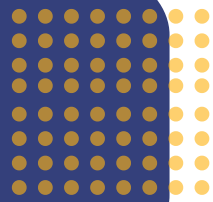
[View video here](#)

### Pay-it-Forward Internal Challenge



# PAY IT FORWARD

## 50 Acts of Kindness for 50 Years of Service



### TEAM ASSIGNMENTS



#### Finance/IT

Michael, Travis, Valeria, Daren, Aliecia, Scott R., Enrique, Chris.



#### Servicing

Charles, Matt, Stacey, Connie, Tosha, Patti, Christal, Malerie.



#### Collections

Arik, Marla, Rhonda, Rose, Cathy, Lexi, Scott H.



#### HNDD

Tammy, Laurie, Kaycee, Tessa C., Grace, Lorie, Jina, Veronica.



#### HR/Legal/Construction

Rachel, Callie, Tessa A., Kathy, Danelle, Tom, Gene.



#### Single Family

Angela, Christina, Heather, Eileen, Stephanie, Danielle, Erick, Andi

### Team Challenge

Teams will earn points based on their % of participation in the pay-it-forward initiative. Additionally, individuals can contribute to their team's score by submitting their own acts of kindness. 1 act of Kindness = 1 point.

#### Point Scale

- 100% - 10 pts.
- 90-100% - 9 pts.
- 80-90% - 8 pts.
- 70-80% - 7 pts.
- 60-70% - 6 pts.
- 0 -50% - 5 pts.

Teams will make a plan for paying it forward within our community. The act of kindness can be carried out at different times but must involve groups or smaller teams (not individual). Remember to take videos and photos as proof of your participation, that will be used in the full campaign. Members of the winning team will each earn two hours of paid time off to use at their discretion, along with bragging rights. Enjoy the experience and let your creativity shine!

All submissions Due by:

January 31st

by 4:00 pm



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## 50 Acts of Kindness for 50 Years of Service Video

**50 ACTS OF  
KINDNESS**  
*for*  
**50 YEARS  
OF SERVICE**



[View Here](#)