



Wyoming Community Development Authority
A Parade with Purpose: Building Statewide Awareness for WCDA
Communications: Special Event Marketing

2026 NCSHA Awards

Wyoming Community Development Authority

A Parade with Purpose: Building
Statewide Awareness for WCDA

Category: Communications

Subcategory: Special Event Marketing



Objective

Parade Day is a long-standing local holiday in Casper, Wyoming, drawing thousands of community members downtown each year. In 2025, the Wyoming Community Development Authority (WCDA) leveraged this highly attended community event to increase public awareness of our mission: making quality housing more affordable and accessible for Wyoming residents.

The primary objective of the Parade Day 2025 marketing campaign was to **expand WCDA's reach and engagement statewide by growing our social media following**, allowing us to more effectively share educational resources, program updates, and housing opportunities with a broader audience. Our secondary goal was to win best float in the parade for additional exposure and bragging rights.

To accomplish this, WCDA created a multifaceted special event marketing campaign centered on a Parade Day giveaway. By combining an eye-catching, mission-focused parade float with strategic swag distribution and a QR-code-driven digital contest, the campaign connected in-person community engagement with ongoing online relationship building. This effort was further amplified through pre-event digital promotion and paid media partnerships to extend awareness beyond Parade Day attendees to residents across Wyoming.

Engaging Our Target Audience

WCDA's target audience for the Parade Day 2025 campaign included Casper-area residents, families, young professionals, and community stakeholders attending the parade, as well as residents across Wyoming active on social media platforms.

WCDA designed the campaign to engage Wyoming residents in a fun, accessible way while strategically encouraging long-term connection through social media. To promote a larger demographic of participation the campaign featured a dual-platform giveaway running from **July 4–11, 2025**, leveraging both Facebook and Instagram to reach distinct but complementary audiences.

During Parade Day celebrations in Casper, WCDA staff distributed branded swag items along the parade route. Most items prominently featured a QR code and the float itself featured several eye-catching signs with QR codes directing recipients to a centralized giveaway page outlining eligibility, prizes, and entry instructions. This real-time, mobile-friendly approach allowed parade attendees to transition seamlessly from in-person engagement to digital participation.

The giveaway structure was intentionally simple and interactive:

- **Facebook participants** were entered to win a stand-up paddle board package by following WCDA on Facebook, liking the official giveaway post, and sharing it to their Facebook Story.
- **Instagram participants** were entered to win a doghouse and WCDA-branded dog goodies by following @wyo_cda, liking the official giveaway post, and sharing it to their Instagram Story.

This platform-specific approach allowed WCDA to engage different demographic segments while increasing visibility through peer-to-peer content sharing. By requiring participants to follow WCDA and



share content publicly, the campaign organically extended WCDA's reach far beyond those physically present at the parade.

To further expand participation, WCDA promoted the giveaway across social media channels beginning the week prior to Parade Day and utilized Cowboy State Daily, Wyoming's leading online news source, to advertise the campaign statewide. This ensured broad exposure and reinforced WCDA's presence as an active, community-focused organization celebrating five decades of service.

Clear, transparent contest rules helped build trust and accessibility. The giveaway was open to Wyoming residents age 18 and older, with no purchase necessary, and restricted to one entry per person per platform. Winners were randomly selected and announced via WCDA's official social media channels after July 12, 2025. WCDA employees were excluded from eligibility, and participants were informed that entries were not affiliated with Facebook or Instagram.

By combining a beloved local tradition with a clearly structured, low-barrier digital contest, WCDA successfully engaged both in-person and online audiences—using celebration, visibility, and participation to strengthen ongoing connections with Wyoming residents and broaden awareness of WCDA's mission.

Replicability and Use of Resources

Outreach and Execution

The Parade Day campaign was developed and executed by WCDA's internal communications and marketing team in partnership with a Parade Day committee intentionally composed of staff from across the agency. Committee members were selected based on creative, technical, and hands-on skills that are not always utilized in their day-to-day roles, allowing employees to contribute talents beyond their typical job functions.

For example, Erick Potter from WCDA's Loan Review Department applied his graphic design skills to hand draw mock-ups of the parade float, translating committee discussions into a clear creative direction. Leveraging in-house talent elevated the float's design while minimizing additional costs.

In the weeks leading up to Parade Day, the committee coordinated logistics, designed and constructed the float, selected branded giveaway items, and organized staff participation. Employees from every WCDA department contributed time to build and decorate the float, reinforcing collaboration and shared ownership of the campaign.

On Parade Day, staff from across the agency represented WCDA by walking and riding alongside the float, engaging with attendees, and distributing branded giveaways that directed participants to the social media contest. This broad staff involvement allowed WCDA to present a unified, approachable presence within the community. Campaign participation was supported by a single giveaway landing page, accessible through scannable links on branded giveaways and shared through WCDA's social and digital channels. Reusable social media templates ensured consistent messaging while minimizing



production time. To extend reach beyond Parade Day, WCDA utilized targeted digital ads through our ongoing advertising contract with Cowboy State Daily, providing statewide exposure without an additional ad spend.

This campaign model is highly replicable for other housing finance agencies who are looking to use a local event to build a broader social media presence:

- QR-code-based giveaways can be easily adapted for other events, communities, or objectives.
- Swag items were inexpensive, lightweight, and easy to distribute.
- The combination of pre-event digital promotion, in-person engagement, and post-event follow-up can be scaled up or down depending on available resources.
- No specialized technology or outside marketing vendors were required, making the strategy accessible to agencies with small communications teams.

Benefits Outweighing Costs

WCDA intentionally designed the Parade Day 2025 marketing campaign to be a **low-cost, high-impact initiative**. By leveraging an existing community event with a built-in audience, WCDA avoided the significant expenses associated with hosting a standalone event.

The primary costs associated with the campaign included:

- Parade float materials and décor (trailer and golf cart were borrowed from WCDA staff)
- Branded swag items with QR codes
- Pre-existing advertising through Cowboy State Daily (no additional cost)

These costs were offset by the long-term value of increased social media followers and enhanced brand awareness. Each new follower represents a continued opportunity for WCDA to disseminate critical housing information, promote programs, and build trust with Wyoming residents over time, benefits that far exceed the one-time campaign expenses.

The Results

The Parade Day 2025 campaign successfully advanced WCDA's strategic communications objectives by increasing awareness, engagement, and digital reach.

Measurable outcomes included:

- **Almost 200** new social media followers acquired during the campaign period
- A combined **82,740 views** on Facebook and Instagram over the campaign period
- **8,500%** increase in page visits on Facebook and Instagram compared to the previous month
- **12% increase in followers** across our social media platforms each month since the campaign on average
- WCDA's float won **First Place** in the 2025 Casper Parade Day!

Beyond these metrics, the campaign strengthened WCDA's visibility as an accessible, community-focused organization and helped translate a beloved local tradition into an opportunity for lasting engagement.



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Visual Aides

Parade Day Planning Presentation

PARADE DAY/ STAFF RETREAT

Objectives

01

INCREASE OUR BRAND AWARENESS

Visibility within the community during our 50th Anniversary Year. Swing with our logo.

02

INCREASE OUR SOCIAL MEDIA FOLLOWING

Giveaway to incentivize an increase in our social media following and engagement.

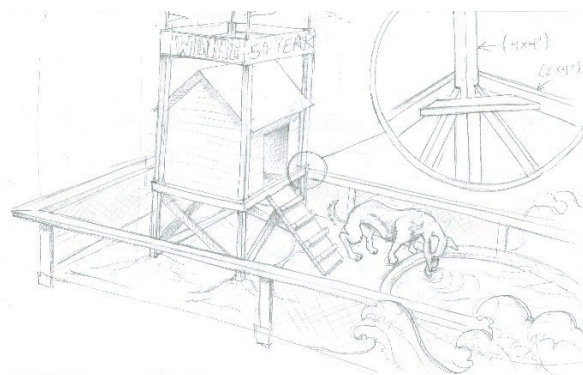
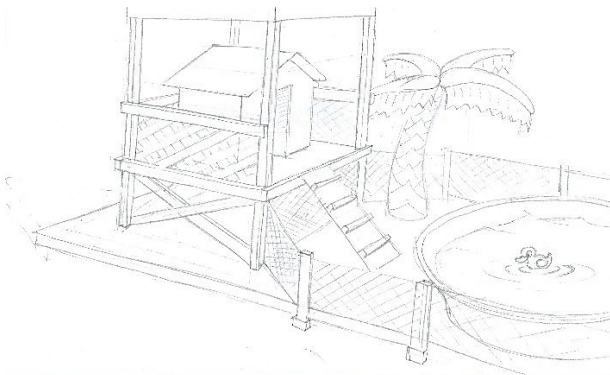
03

WIN GRAND PRIZE FOR BEST FLOAT

Opportunity to allow staff to collaborate across departments to join in celebration of our 50th Anniversary.

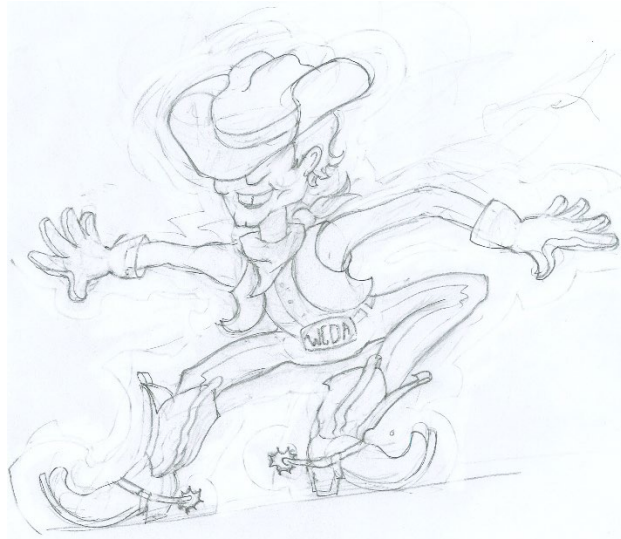
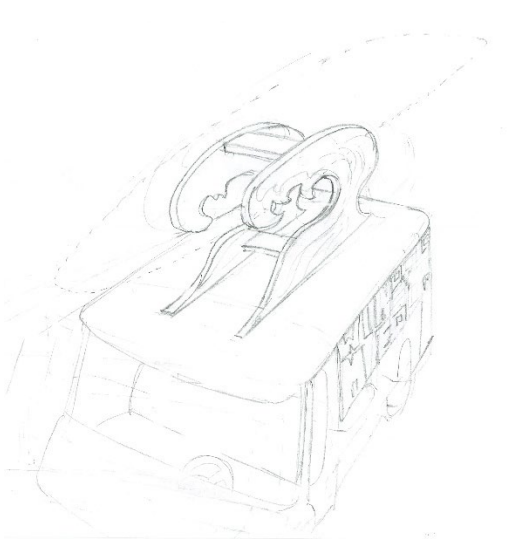


Parade Float Mock-up Drawings by Erick Potter

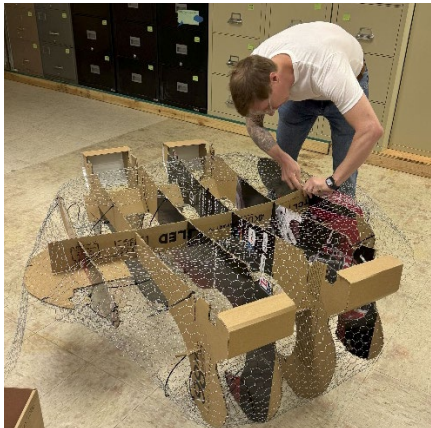




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Parade Float Construction Photos



Erick constructing the base of the giant cowboy hat.



Callie and Rachel covering the cowboy hat in paper mache.



Lorie and Charles covering the top of the cowboy hat in paper mache.



Kaycee and Chris painting the foam waves.



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Callie adding texture to the waves.



Scott and Charles painting the cowboy hat.



Eileen and Danelle constructing giant cacti out of pool noodles.



Tessa, Danielle and Angela constructing palm trees.



Danielle securing decorations to the float base.



Malerie painting waves for the golf cart.



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Scott, Matt and Tom securing decorations and the paddle board prize to the golf cart.



Rachel's dogs Copper and Rider with the doghouse giveaway. The photos were used in the social media giveaway posts.

Final Parade Float



WCDA parade float was constructed and decorated by WCDA employees from every department. WCDA staff also rode the float and walked along side it during the parade to hand out swag items with the QR codes.



Front view of WCDA float with the giant cowboy hat constructed by WCDA staff that featured our 50th anniversary logo.



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Golf cart final design with WCDA cowboy (graphic designed by Erick Potter) riding the paddle board.

[Giveaway Landing page](#)

WCDA Giveaway

Win this paddle board

[Click Here to Enter On Facebook](#)

Win this dog house

[Click Here to Enter on Instagram](#)



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Swag Items with QR Codes



Cowboy State Daily Ads





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Parade Day Social Media Posts

Facebook Giveaway Post

[View WCDA Facebook Page](#)



244 6 131

WCDA is Celebrating 50 Years of Housing Wyoming Families!

To say thank you, we're giving away a stand-up paddle board + dry bag to one lucky winner! 🏄🌊

Here's how to enter:

- ✓ Follow our Facebook page @WCDA
- ✓ Like this post
- ✓ Share this post to your story and tag us @WCDA

📅 Contest runs July 4–11, 2025

📍 Must live in Wyoming to win

The winner will be selected by random draw and announced right here on Facebook!

Let's make waves together—good luck! 🌊

⚠️ WCDA will never ask you for payment or personal info to claim your prize.

🏠 This giveaway is in no way sponsored, endorsed, or administered by Facebook.

Visit www.wyomingcda.com/giveaway to see full contest rules.

Instagram Giveaway Post

[View WCDA Instagram Page](#)



241 3 59

WCDA is turning 50—and your pup deserves a piece of the celebration!

We're giving away a dog house for a medium-sized dog + WCDA dog goodies.

Here's how to fetch your entry:

- ✓ Follow @wyo_cda
- ✓ Like this post
- ✓ Share to your story and tag us @wyo_cda

📅 Giveaway runs July 4–11, 2025

📍 Must be a Wyoming resident to win

The winner will be chosen at random and announced on our Instagram!

Because you and your dog deserve a home 🏠💙

⚠️ WCDA will never ask for payment to claim a prize.

🏠 This giveaway is not sponsored, endorsed, or administered by Instagram.

#WCDA50 #Affordablehousing #WCDAGiveaway

🔗 Visit the link in our bio for full contest rules



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Top content by views

Giveaway is now closed. The winner wi...
Fri Jul 4, 10:00am
21.0K views, 244 likes, 6 comments, 137 shares

Parade Day was an absolute blast...
Wed Jul 9, 12:52pm
8.2K views, 50 likes, 11 comments, 21 shares

WCDA will be closed Tuesday, July 8th for...
Tue Jul 8, 8:00am
3.0K views, 36 likes, 0 comments, 10 shares

Today is the last day to enter WCDA's 50th...
Fri Jul 11, 11:15am
1.6K views, 19 likes, 0 comments, 7 shares

BIG news dropping tomorrow. Hint: It...
Thu Jul 3, 6:02pm
1K views, 4 likes, 0 comments, 1 share

Top posts by interactions

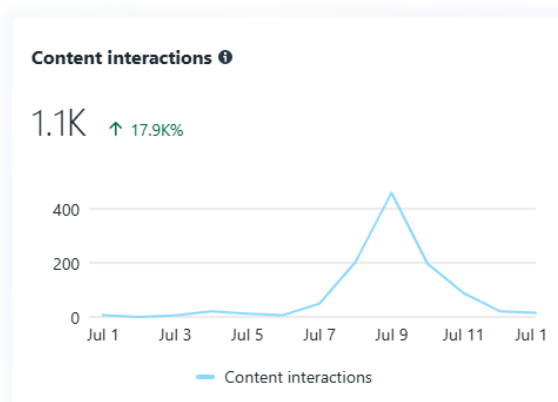
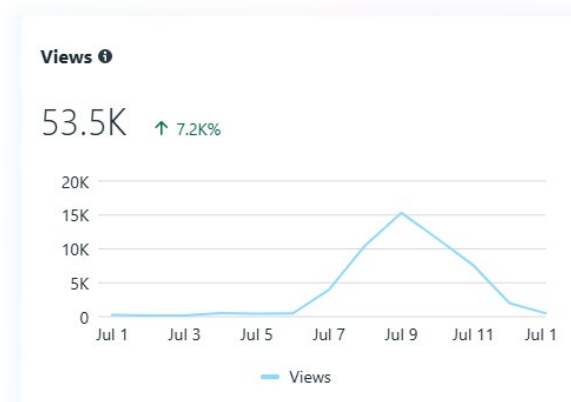
Giveaway is now closed. The winner wi...
Fri Jul 4, 10:00am
308 views, 241 likes, 3 comments, 59 shares

Parade Day was an absolute blast...
Wed Jul 9, 12:44pm
21 views, 20 likes, 1 comment, 0 shares

Your dog deserves a home and WCDA wa...
Fri Jul 11, 11:36am
14 views, 13 likes, 1 comment, 0 shares

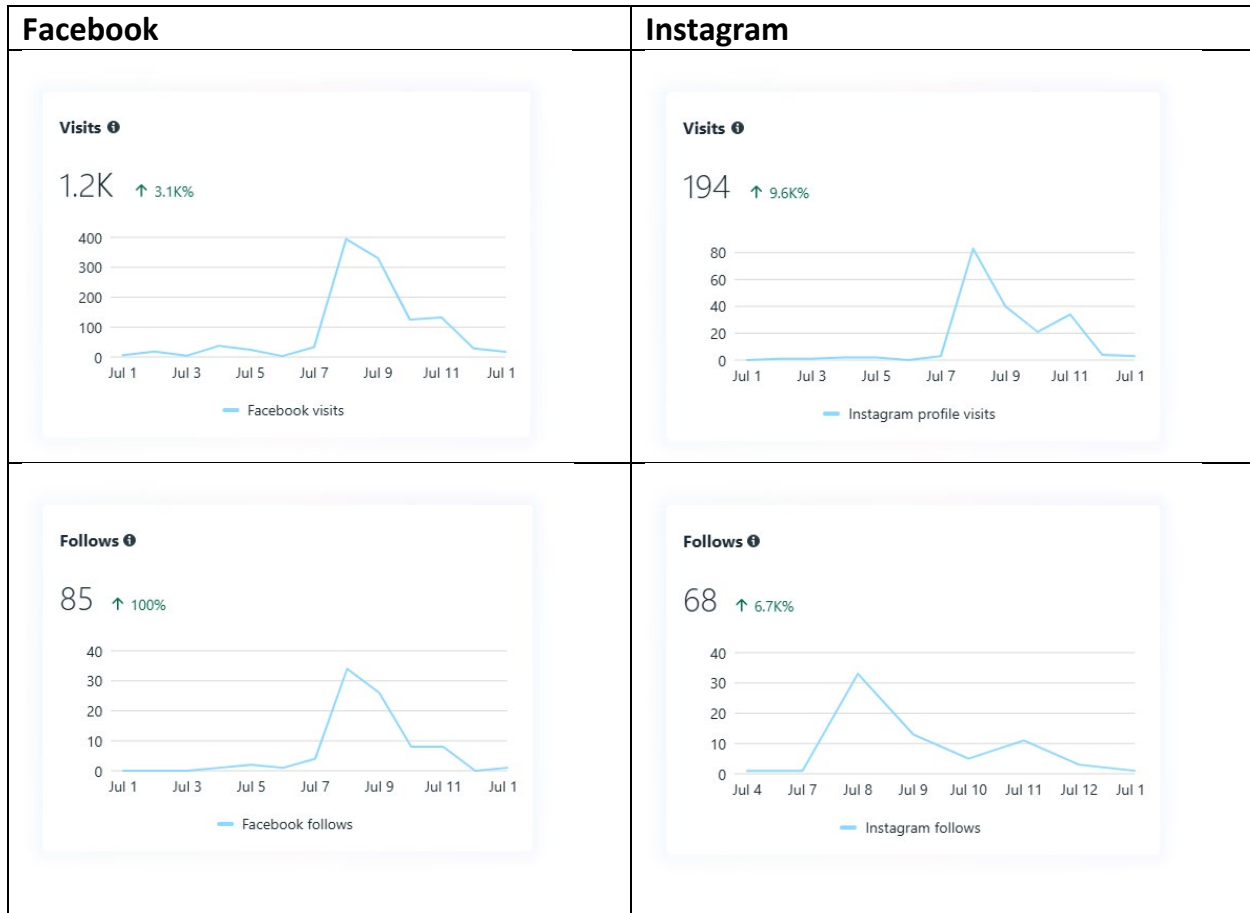
WCDA will be closed Tuesday, July 8th for...
Tue Jul 8, 8:00am
46 views, 36 likes, 0 comments, 10 shares

Campaign Analytics





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Event Photos





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