

Messaging 101

Communications and marketing strategies for housing counselors



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AGENDA

PART I – Messaging 101

PART II – Communications Planning

PART III – Marketing Your
Organization

PART IV – Case Study



Housing Action Illinois

Sept. 2017 - Present

SmithBucklin

Dec. 2015 – May 2017

Peoria Housing Authority

Aug. 2014 – Dec. 2015

S&S Property Management

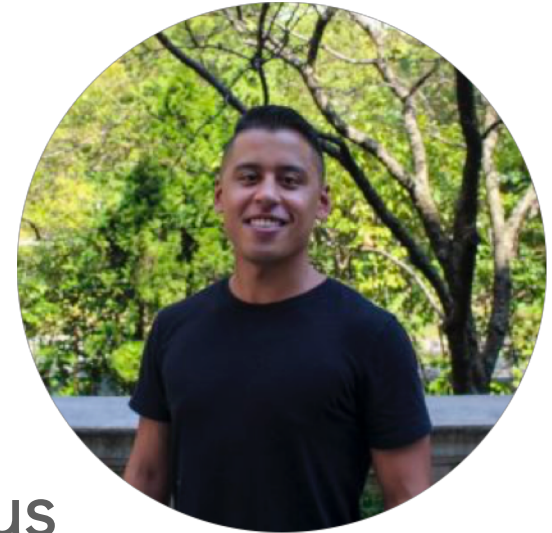
Mar. 2013 – Mar. 2014

Timm Krueger

– University of
Iowa alumnus

– Former gymnast, including two
years at Iowa

– Pursuing my master's in Strategic
Communication



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Housing Action Illinois

Sept. 2017 - Present

SmithBucklin

Dec. 2015 – May 2017

Peoria Housing Authority

Aug. 2014 – Dec. 2015

S&S Property Management

Mar. 2013 – Mar. 2014

Five years experience in marketing and communications

- Public image campaign for the Peoria Housing Authority
- Executed marketing plans for 13 in-person events, ranging in size from 250 to 8,000+ attendees
- Email marketing, social media management, content creation



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About Communications 101

- New initiative to help build capacity with our member organizations that have received the FPP-G grant
- Live webinars will occur every six weeks on topics relevant to housing counselors and their agencies
- Office hours will accompany each webinar



Upcoming Webinars

- February – Marketing Your Organization and Services
- March – Website
- May – Digital Communications
- June – Storytelling
- July – Print Materials

**Webinar dates and topics subject to change.*



Upcoming Webinars

February 13, 2018

11:00 a.m. – 12:00 p.m.

Marketing Your Organization and Services

What are your marketing challenges? Email Me!



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What is messaging?

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Housing
Action
Illinois

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Messaging is...

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...written and verbal statements that quickly describe who you are and what you do



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Types of Messaging

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- Elevator pitch
- Marketing materials
- Press release
- Tagline/Slogan
- Mission statement
- Images



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Storytelling

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- Messaging is storytelling
- When crafting your message, ask:
 - What story do we want to tell?
 - What is the best way to tell this story?
- You can tell the same story in multiple ways, too



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Imagery

- Imagery enhances your story
- Imagery is more than just a photo
 - Photographs
 - Icons
 - Infographics
 - Color



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Which tells a better story?

- Homeowner's net worth is 36 times more than renter's
- One-third of firsttime homebuyers underestimate their total household debt
- Those who use housing counselors are 283% more likely to receive loan modifications



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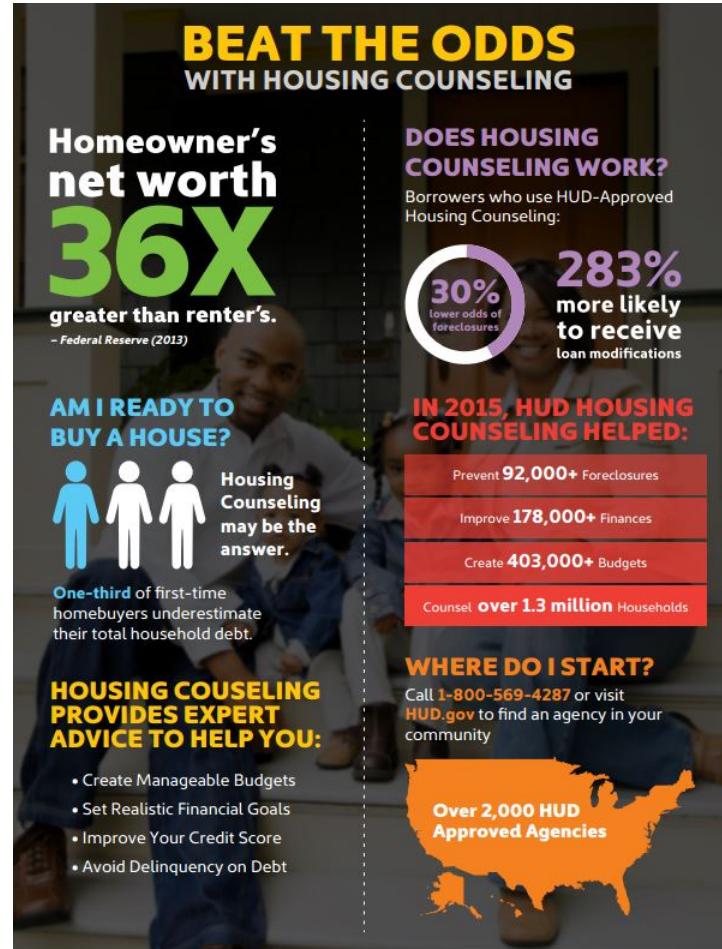
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Case Study

Which tells a better story?

This infographic contains the exact same information as the previous slide

Color, icons and imagery help tell the story in a more compelling, impactful way



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Which tells a better story?

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water changes everything.

charitywater.org/everything



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Which tells a better story?

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Case Study

Why does this matter to you?

- Your target audience needs to know who you are and what you do – quickly
 - Our attention is split a million different ways
 - Strong messaging leaves a lasting impression
 - Strong storytelling helps keep them interested



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Communications Planning

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– Why plan?

- Communications and marketing supports every aspect of your business
- Plans are a useful tool to keep you on track and provide you a day-to-day guide



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Defining your goals

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- Are they SMART?
- Do they support your strategic plan, or other initiatives?
- Example goal:
 - *Increase foreclosure prevention program participation by 20% by December 31, 2018.*



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Defining your budget

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- Identify...
 - The resources you *have*
 - The resources you *need*
- Budgeting isn't just about money – it's also about **time**



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Measuring Success

- Reports are important! Track everything
- Qualitative data is just as important as quantitative data – numbers don't always tell the whole story
- Qualitative data can include...
 - Narratives
 - Media referrals
 - Request for your expertise



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Why this matters to *you*

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- A goal without a plan is just a wish
- Creating a plan allows you to...
 - Allocate resources
 - Prepare for upcoming events
 - Learn from the past when preparing for the future



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Planning Tips

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- Think about internal communication, too!
 - Who talks to who within your organization?
- Create evergreen content
 - Use your FPP-G dollars on projects that you do not want to continually change for the most bang for your buck



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Marketing Your Organization and Services

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- Message
 - What do you want to say?
- Purpose
 - What are the reasons you want to say it?
- Audience
 - Who do you want to say it to?
- Communications channels
 - How/where will you say it?
- Evaluation
 - Does what you're saying make a difference?



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Marketing Your Organization and Services

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- To create your message, answer these questions:
 - How do you explain your organization to others?
 - How does your staff explain your organization to others? Are they the same?
 - How do you get people to your organization now? Is there a better way?
 - Who do you want to get to your organization?



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Marketing Your Organization and Services

- When identifying your audience, think about:
 - Who do you want to reach?
 - Who do you currently reach within that group?
 - Who do you not currently reach within that group?



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- Communications channels change depending on your audience
- Once you know your audience, identify which channels they are most likely to utilize
- Create content that can be used on multiple channels, too



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Marketing Your Organization and Services

- Evaluating your marketing and communications efforts will help you for the future!
- Track your performance with reports; use the reports to determine what works for your organization



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OUR HOMES, OUR VOICES



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OUR HOMES, OUR VOICES

- When creating logos, think how the logos will look big and small, as well as in black and white



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- Create content that can be used in multiple channels
- You're paying for the content – stretch your dollar as far as you can!



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OUR HOMES, OUR VOICES

THE CAMPAIGN FOR HOUSING AND COMMUNITY DEVELOPMENT FUNDING

THE IMPORTANCE OF A STRONG FY18 FEDERAL INVESTMENT IN AFFORDABLE HOUSING

THE ISSUE

Far too many families are struggling to keep a roof over their heads. Nationwide, more people are renting their homes than ever before, but our investments in affordable homes have not kept pace with demand. As affordable rents are rising across the nation, while housing infrastructure deteriorates. Every state and congressional district is impacted.

Further, low federal spending caps required by the Budget Control Act of 2011 (BCA) have decreased funding for housing and community development programs, impacting the ability of Congress to invest in these solutions. HUD funding was 8.4% lower in 2016 than in 2010, adjusted for inflation.

As a result, more than 11 million families now spend the majority of their income on rent, and family and young adult homelessness rates are rising in many communities.

THE FY18 BUDGET

The Campaign for Housing and Community Development funding (CHCDF) urges Congress to work together to provide relief from the austere BCA spending cap, equally for defense and nondefense programs, and to ensure affordable housing and community development programs receive the highest allocation of funds possible.

TO CONTINUE HELPING FAMILIES AND COMMUNITIES AT CURRENT LEVELS IN FY18,

HUD NEEDS \$2.3 BILLION

AND

USDA NEEDS \$24 MILLION

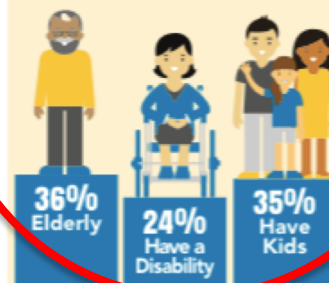
FOR HOUSING AND COMMUNITY DEVELOPMENT PROGRAMS OVER FY17 SPENDING LEVELS.

ON A SINGLE NIGHT IN 2016, **549,928 PEOPLE** WERE EXPERIENCING HOMELESSNESS, INCLUDING:

194,716	people in families with children
77,486	chronically homeless individuals
39,471	veterans
35,686	unaccompanied homeless youth

ONLY 1 IN 4 PEOPLE WHO QUALIFY FOR HUD ASSISTANCE ACTUALLY RECEIVES IT.

WHO ARE THE LUCKY 1 IN 4?



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only 1 in 4 people who qualify for HUD assistance actually receives it.

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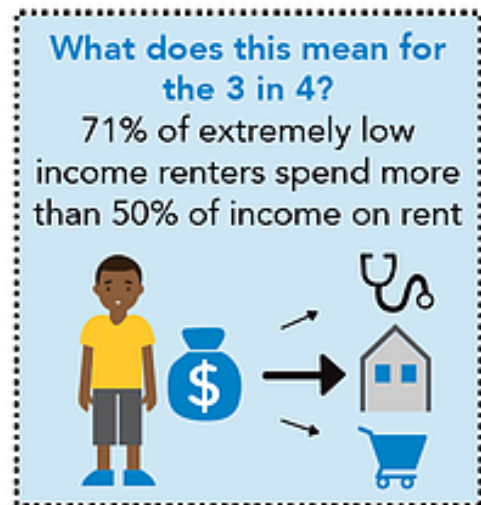
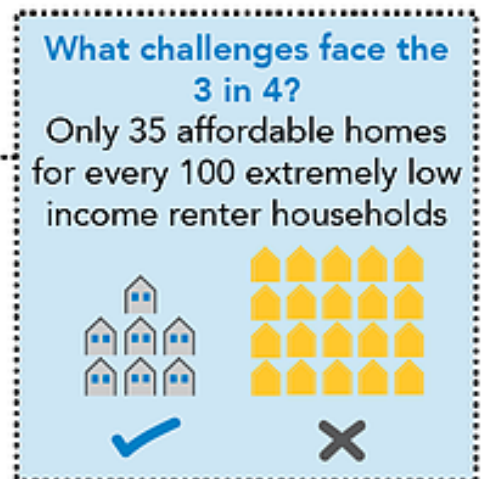
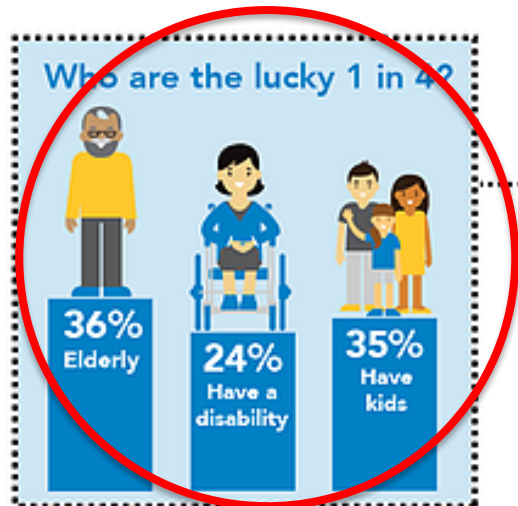
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OUR HOMES, OUR VOICES

THE CAMPAIGN FOR HOUSING AND COMMUNITY DEVELOPMENT FUNDING

WHY AFFORDABLE HOMES MATTER

Federal investments in affordable housing have widespread and significant benefits in communities across the country. From employment and economic mobility to health and education, all areas of life are improved when individuals and families have access to a decent and stable home.

Homelessness and Poverty Reduction

Rental assistance has demonstrably reduced homelessness for people with low incomes. It's also proven that providing housing assistance is one of the most effective ways to help families, children, and youth escape poverty.

**IN 2012 ALONE,
HOUSING ASSISTANCE LIFTED:
4 MILLION PEOPLE
OUT OF POVERTY, INCLUDING
1.5 MILLION CHILDREN**

Educational Success

A child's neighborhood and home life have a significant impact on their performance in school. For every additional year a child spends in a high-quality neighborhood environment, their economic income as an adult improves, as indicated by measures such as income, likelihood of college attendance, and probability of avoiding teenage pregnancy.

**LOW INCOME KIDS LIVING IN A STABLE,
AFFORDABLE HOME ARE MORE LIKELY TO:**



Strengthening the Economy

Investing in affordable housing infrastructure has numerous benefits for the economy—job creation, boosting families' incomes, and encourages further development. The shortage of affordable housing in major metropolitan areas costs the U.S. economy about \$2 billion a year in lower wages and productivity.

**BUILDING 100 AFFORDABLE
RENTAL HOMES GENERATES:**

\$11.7m in local income
161 local jobs in the 1st year alone
\$2.2m in revenue for local govt.

Physical and Mental Health

Safe, decent, and affordable housing is critical to an individual's physical and mental health. When housing is affordable, quality medical care and healthier foods are more within reach for low-income families. Additionally, affordable housing provides a useful platform for delivering health services to vulnerable populations.

**PEOPLE WHO HAVE AN AFFORDABLE
HOME ARE ABLE TO SPEND:**

5X MORE On Healthcare
3X MORE On Nutritious Food

The Campaign for Housing and Community Development Funding
1000 Vermont Avenue, NW, Suite 500
Washington, DC 20005
202-462-1530 | <http://ourhomes-ourvoices.org>



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Building 100 affordable rental homes generates:



\$11.7 million in local income



\$2.2 million in taxes and other revenue for local governments



161 local jobs in the first year alone



www.ourhomes-ourvoices.org

OUR HOMES. OUR VOICES



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Low income kids living in a stable, affordable home are more likely to:

Thrive in school → Attend college → Earn more as adults



Low income kids without a stable, affordable home are more likely to:

Have behavioral problems → Perform less well in school → Drop out of school



OUR HOMES,
OUR VOICES

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People who have an affordable home are able to spend:

5X MORE on healthcare

3X MORE on nutritious food

Federally-assisted homes improve health outcomes by helping:

Kids avoid environmental health hazards



People recover from substance abuse and chronic diseases



People with mobility issues have an accessible place to live



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Resources

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- Email Calendar Template
- Email Report
- Social Media Calendar Template
- Social Media Report
- Communications Plan Template
- Elevator Pitch Exercise
- Canva.com



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