FLORIDA HARDEST-HIT

HHF Marketing and Outreach Best Practices Presentation

Presented by:
Florida Housing Finance Corporation
Communications Department
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Training Overview

- HHF Marketing and Outreach Updates
- Marketing and Outreach Suggestions
- Media Relations
- Marketing and Outreach Methods in Practice
- Q & A

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HHF Marketing and Outreach Updates

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HHF Download Center

- Username and Password
- Marketing/Outreach Guidelines
- New Materials available on the Download Center
  - ✓ Customer Contact Card

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Referral Codes Updates

- What is a "Referral Code?"
- How is it used?
- How does an Advisor Agency get Referral Codes?
- Referral Code Guidance
- Referral Code Limitations

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HHF Tablecloth and Sign

- Upon request, an Advisor Agency will be mailed the following:
  - ✓ One (1) 29" x 96" (8-foot) tablecloth bearing the HHF logo and website
  - ✓ One (1) 24" x 18" display sign made of PVC material; sign can be customized for the Advisor Agency
- To be used for outreach events at which HHF information will be distributed or discussed

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HHF Tablecloth

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HHF Sign

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Marketing and Outreach Activities

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Internet

- Post HHF information on Agency Website:
  - ✓ Use the HHF logo/banner and pre-approved text on your Agency's website
- Work with Florida Housing to identify entities in your community that may place a link HHF website (or, possibly, your website)

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Social Media

- Post HHF information on Agency's:
  - ✓ Facebook: post HHF info/updates on your Agency's page
  - ✓ Twitter: "Tweet" HHF info/updates several times/week using your Agency's Twitter account
  - ✓ Blog: create weekly/biweekly blog on HHF for your Agency highlighting success stories/related events

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Partner with Places of Worship

- ✓ Churches
- ✓ Temples
- ✓ Synagogues

- Host workshops/seminars once or twice a month
- Provide marketing materials w/Agency's contact information
- Speak at worship and/or other services

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Partner with Participating HHF Servicers

✓ Banks, lenders, mortgage companies, etc.

- Bank/lender-sponsored events that come to your coverage area
- Foreclosure workshops/educational sessions
- Workout events (incl. Making Home Affordable events)
- Housing fairs

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Partner with Local Food Banks

- Place HHF marketing materials in food bundles
- Place HHF information in food bank offices

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Participate at Local Job Fairs, Unemployment Centers and Temporary Employment Agencies

- HHF marketing materials in mass mailings
- HHF marketing materials at job fairs; possibly secure a booth or table
- HHF marketing materials at the office/centers

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Partner with Local Governments, School Districts, Parks & Recreation Depts.

- HHF marketing materials in students' report cards
- HHF marketing materials distributed with Parks & Recreation activities registration information
- HHF marketing materials in local government buildings/facilities (i.e., libraries, city hall, utility payment centers, etc.)

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HHF Marketing "Don'ts"

- Telemarketing
- Yard signs at road/highway intersections
- Magnetic signs on vehicles
- Bumper stickers
- Promotional items (i.e., pens, notepads, etc.)
- Business cards (i.e., HHF logo on business cards)
- HHF postings/solicitations on Internet list sites
- Creating "HHF" Facebook, Twitter and Blogs independent of your Agency's pages
- "Dangerous Liaisons"

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Other Partnership Opportunities

- Grassroots civic organizations (i.e., NAACP, LULAC, SCLC)
- Workforce Boards
- Early Learning Coalitions
- Area Red Cross headquarters
- Doctors offices/Health Care centers
- Middle/high school sporting events
- Grocery stores

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Media Relations

NOTE: Remember to notify Florida Housing's Communications staff *prior to* confirming any media relations activities that involve interviews/articles.

- Pitch stories to print, broadcast, Internet media about upcoming HHF events/info on your Agency's HHF activities
- Set-up in-studio interviews w/local television, radio stations
- Identify community calendars; list your events on them

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Current HHF Marketing/Outreach Activities and Practices

- Workshops/seminars
- Participation in Elected Official events
- Panel discussions
- Community events
- Partnering with lenders/servicers
- Bank/lender events
- Foreclosure workshops (i.e., table, booth)

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Questions & Answers?

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