

Web Ads



Door Hanger



Helping Michigan's Hardest-Hit Homeowners

CHALLENGE

The Michigan State Housing Development Authority was challenged with devising a program that would help Michigan families continue to make their payments and stay in their homes until they could find work. It was then the Helping Michigan's Hardest Hit Homeowners program was created. Pace & Partners was brought in to help raise program awareness.

SOLUTION

Pace worked with MSHDA to develop a strategy and message, "Take a step forward when you're a step behind." Since the audience for the program was a broad one, several tactics were employed that included a Web Portal, Print Ads, Web Ads, Public Service announcements and print collateral that included a door hanger and a leave-behind card.

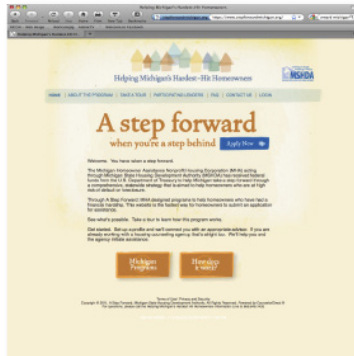
RESULTS

Within hours of the project launch, MSHDA received 30,000 calls regarding the program. This was the largest volume of calls placed in a single day to a state agency in Michigan's history. The Step Forward Michigan website received nearly 45,000 visits in five months (January-May, 2011) and the toll-free hotline received nearly 8,000 calls in five months (January-May, 2011). As of July, 2011, a total of 8,043 requests for loans had been submitted to MSHDA.

Flip Card



Website



How-To Video

TV Spot



COMMUNICATIONS