



Marketing the USDA Mutual Self-Help Housing Program effectively requires targeted strategies to reach eligible families.

Here are some ideas:

1. Understand Your Target Audience

- **Who They Are:** Very-low to low-income families who are willing to put in sweat equity.
- **What They Need:** Affordable homeownership opportunities, understanding the process, and reassurance about the support they'll receive.
- **Barriers:** Limited awareness, apprehension about construction skills, or skepticism about eligibility.

2. Leverage Local Outreach

- **Spread the Word:** Host workshops or information sessions at schools, libraries, and community centers to explain the program. Create and post flyers in these areas as well as low income housing apartment buildings.
- **Faith-based Resources:** Partner with churches and other local nonprofits trusted by the community. Create a Community Resource Brochure and work together.
- **Realtors and Banks:** Educate local realtors and financial institutions about the self-help program, so they can refer eligible families.

3. Highlight Success Stories

- **Family Testimonials:** Share stories of families who've successfully participated in the program, focusing on how it changed their lives.
- **Visual Content:** Use before-and-after photos, videos of families building homes, and progress updates to build excitement.
- **Open Houses:** Invite the community to visit completed homes to showcase the results.

4. Use Digital Channels

- **Social Media:** Create engaging posts on Facebook, Instagram, and Twitter with visuals and success stories. Boost ads targeting low-income households in your area.
- **Website:** Maintain an updated website with clear information about the program, eligibility, and contact details.
- **Email Campaigns:** Send newsletters to community partners, local governments, and interested families.

5. Partner with Local Media

- Press Releases: Announce milestones, like new families joining the program or houses being completed.
- Local TV and Radio: Share interviews or advertisements to educate the public.
- Newspaper Articles: Publish success stories or features about the program.

6. Build Trust Through Education

- Workshops: Offer free classes on how to improve or build credit, budgeting, home maintenance, or the benefits of sweat equity.
- One-on-One Meetings: Provide personalized assistance to help families navigate eligibility requirements and the loan process.
- Transparency: Be clear about the program's expectations and benefits to alleviate concerns.

I hope this provides you with several different ideas to help get the information out there!

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