

National Self-Help Housing Conference

March 11–13, 2025 • Orlando, Florida

*Building a
brighter
future
together.*

MARKETING FOR YOUR SELF-HELP PROGRAM



"This institution is an equal opportunity provider"

TARGETED STRATEGIES



WHAT WE'LL DISCUSS

- Understanding Your Target Audience
- Leveraging Local Outreach
- Highlighting Success Stories and Progress
- Using Digital Channels
- Partnering with Local Media
- Building Trust Through Education



EQUAL HOUSING
OPPORTUNITY

"This institution is an equal opportunity provider"

UNDERSTANDING YOUR TARGET AUDIENCE

- Who are they?
- What do they need?
- Any barriers?



EQUAL HOUSING
OPPORTUNITY

"This institution is an equal opportunity provider"

LEVERAGE LOCAL OUTREACH

SPREAD THE WORD!!

- Schools, Libraries, Community Centers, Low-income Apartment Buildings
- Team up with Churches and other Non-profits
- Partner with Banks and Realtors



"This institution is an equal opportunity provider"



HIGHLIGHT SUCCESS STORIES

Weekly Progress



Family Testimonials



Before and After



EQUAL HOUSING
OPPORTUNITY
"This institution is an equal opportunity provider"



Use Digital Channels



EQUAL HOUSING
OPPORTUNITY
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PARTNER WITH LOCAL MEDIA

- Ground Breaking
- Home Dedication
- Interview Participating Family
- Volunteer Days
- Educate Public



EQUAL HOUSING
OPPORTUNITY

"This institution is an equal opportunity provider"





BUILD TRUST THROUGH EDUCATION

- Workshops
- One-on-One Intakes
- Transparency



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DRONE MARKETING IDEAS

 **Habitat for Humanity**[™]
of Warrick County

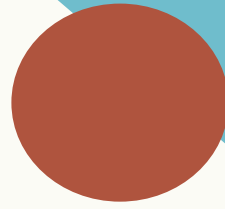
FOR THE JOB SITE



***PRACTICE
FIRST!***

 **Habitat for Humanity**[®]
of Warrick County

*Watch out for
TREES!*



THANK GOODNESS FOR THE
DRYWALL CREW!!



Marketing Evolution



SHOWCASE



- *TEAMWORK*
- *VOLUNTEERS*
- *BEFORE AND AFTERS*
- *STORYTELLING AND INTERVIEWS*
- *VIRTUAL TOURS*
- *HIGHLIGHT THE COMMUNITY AND SURROUNDING AREA*



PROGRESS FROM ABOVE & WEEKLY UPDATES



Key Benefits of Drone Footage

- **ENGAGING CONTENT**
- **PROFESSIONAL APPEAL**
- **BROAD REACH**
- **COST-EFFECTIVE**

PRACTICAL TIPS

- **PRACTICE FIRST**
- **PRIORITIZE SAFETY**
- **PLAN SHOTS IN ADVANCE**
- **USE FOR EVENTS**

**VOLUNTEER BUILDS
DEDICATION CEREMONIES
RIBBON CUTTINGS**



4 HINTS FOR DRONE FOOTAGE IN MARKETING



Create a Story



Unique



Mobile-
Friendly



Short

A look from Above!



Willow Cove Subdivision



FREE CANVA PRO FOR NON-PROFITS

Did you know?

LET'S COLLABORATE

Address: 10622 Telephone Road
Chandler, IN 47610

Phone Number:
812-858-3707

Email Address:
wchh1@evansville.net



Habitat
for Humanity®
of Warrick County

KATHY MCLEAN-DOWNEY
Family Group Coordinator

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Thank You
FOR JOINING US TODAY!

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Don't Forget to...

**Complete your
Conference Surveys!**