

DIAMOND VENTURES

Habitat Loan Publicity

SITUATION: Diamond Ventures, Tucson's largest local developer, established a \$1 million low-interest loan program in partnership with Habitat for Humanity. Both organizations wanted affordable home ownership to become a reality for more low-income homebuyers in the metro-Tucson area. Caliber was retained to help Diamond Ventures create awareness of this opportunity and to increase participation in this valuable program. In addition, Diamond Ventures wanted to encourage other organizations to set up similar programs with partners like Habitat for Humanity to make home ownership possible for more area residents.

SOLUTION: To meet objectives, Caliber planned and implemented a news conference and home tour at an active Habitat for Humanity construction site to announce the loan program to the media, politicians, government officials, Habitat volunteers, and business and community leaders.

RESULTS: More than 75% of the media and guests invited attended the news conference and learned about the loan program during the news conference. Three newspaper articles and one editorial containing key message points about the loan program appeared in Tucson's largest newspapers. In addition, the local broadcast media aired positive stories about the loan program, and objectives were met.

