NeighborWorks America is one of the country’s preeminent leaders in affordable housing and community development. We work to create opportunities for lower-income people to live in affordable homes in safe, sustainable communities that are healthy places for families to grow. For more information visit www.nw.org.

NeighborWorks America launched the Stable Communities Initiative in 2007 to support the efforts of local nonprofit organizations to mitigate the damaging effect of vacant and abandoned foreclosed homes on their communities. For more information and additional resources visit www.StableCommunities.org.

Thank You to Our Supporters

The Neighborhood Marketing Program is made possible through generous support from the Wells Fargo Housing Foundation. Additional supporters include Citi and Capital One.

Creating Confidence and Rebuilding Demand

In order to build strong neighborhoods, community stabilization efforts need to do more than restore the housing stock – they also need to make the case for investment by current and future residents, businesses and stakeholders. Through the Neighborhood Marketing Program, NeighborWorks America partners with communities to create positive neighborhood brands and rebuild market demand.
Working alongside a team of residents and stakeholders, the participants conduct market research, set goals, and identify target markets.

To set new expectations, the marketing team develops a brand statement that summarizes the assets that the neighborhood has to offer.

To launch the marketing campaign, the participants implement a range of creative strategies to reinforce the new brand. These strategies create a sense of pride and generate buzz beyond the neighborhood.

The marketing team continually monitors results and refines their strategies to ensure that the goals are met.

**Telling the Story**

“...Our goal for the downtown marketing plan was to help people see that attractiveness that we saw. To make it more attractive to the residents, to make it more attractive to merchants and the retailers. So we took what we thought was a strong core and tried to build on that and really just get the little hidden story of downtown Great Falls out to the community.”

*Sheila Rice, Executive Director, NeighborWorks Great Falls.*

**Brand Statement for the Washington Neighborhood**

Once the “port of entry” for new families coming to Dubuque, the Washington neighborhood is now home to a diverse array of people of all ages, who crave the convenience of an urban lifestyle, appreciate the craftsmanship of a bygone era, and want to know their neighbors...

**A Range of Marketing Strategies to promote positive neighborhood messages**

- Websites and social media
- Radio and TV ads
- Newsletters
- Festivals, concerts and events
- Brochures, flyers and postcards
- Banners and billboards
- Community pride projects
- Tours and open houses
- Local business promotions

**Testing New Ideas**

“Affordable housing development, which is our specialty, is not sufficient to remake this neighborhood... the way we can push the envelope is to change the perceptions of external stakeholders... we’re using the Neighborhood Marketing Program to test some new ideas.”

*Tim Thorland, Executive Director
Southwest Housing Solutions (Detroit, MI)*

**Prepare**

**Define**

**Reinforce**

**Refine**