Campaign Case Study:
Center for New York City Neighborhoods and Bank of America
Foreclosure Prevention Campaign

CLIENT: Center for NYC Neighborhoods and Bank of America

CHALLENGE:
New York City’s foreclosure rates are extremely high, and residents who are at-risk do not have easy access to information about how to get help if they’re facing foreclosure, nor how to prevent foreclosure altogether. The Center for New York City Neighborhoods needed a platform to help the under-reached population easily get the help they needed with their mortgage situation.

SOLUTION:
Incite raised awareness about the Center for NYC Neighborhoods’ 1-800 number that people can call to get more information about the nonprofit’s array of services. The ultimate objective of promoting this number was to increase the call volume, thus serving more homeowners.

In addition, the Center for NYC Neighborhoods partnered with Bank of America to hold three “Rise Up and Stay Put” home rescue fairs. Individuals who may be facing foreclosure were invited to come to these fairs to meet with a representative from a bank, a mortgage counselor or an attorney who could help address whatever stage or situation they were in with their mortgage. The fairs were promoted throughout the city with radio commercials, on-air live promotional mentions and a series of on-air interviews with representatives from the Center for NYC Neighborhood’s nonprofit partners on radio stations, Hot 97 and Kiss FM. Incite utilized both radio stations’ online properties to promote the events with jump pages on the station websites, inclusion in the station’s email newsletters to their fan databases, and event information that was sent out through each station’s Facebook and Twitter accounts.

Additionally, Incite used grassroots marketing to reach a set of target zip codes that the Center for NYC Neighborhoods determined were most at-risk for foreclosure. Incite developed flyers about the fairs and managed a street team to distribute the flyers to people’s homes in those zip codes.

RESULTS:
At the first of three events, over 400 individuals received help with their mortgage situation; 25% reported learning of the event via direct outreach and marketing.