



RESPOND NOW | Because all our neighbors matter

Food Pantry

South Suburban Economic Growth Initiative
Southland Economic Transformation (SET) Grant

SNAP Outreach

Re: Respond Now SET Grant Final Report

Housing
Counseling

Thank you for the opportunity presented by the South Suburban Mayors and Managers (SSMMA), the South Suburban Economic Growth Initiative (SSEGI), and the generous supporters of the Growth Initiative.

Homelessness
Prevention

The funding provided by the SSMMA and the SSEGI has allowed Respond Now to implement our strategy of a) further developing our reputation as a Housing Counseling agency, and b) allowing us to continue utilizing the collateral that was created as an ongoing branding tool once the campaign is over.

Supportive
Housing

To lead us in this marketing push, Respond Now worked with Simple Truth (www.yoursimpletruth.com). Respond Now has worked with Simple Truth in the past. In 2012, Simple Truth provided pro-bono services to develop our current branding, including our logo, style guide, and other marketing materials. They are familiar with our organization and based on the work they did in 2012, we knew they were the right fit.

Temporary
Lodging

The initial step was for the Housing Counselors and Simple Truth to discuss the target audience and what it was we were looking to promote. This 2-meeting creative briefing process resulted in 3 creative proposals that were discussed further between the two teams. Once the final campaign was decided on, Simple Truth finalized the marketing strategy, which included:

Community
Garden

- Targeted programmatic banner ads. These ads were pushed to a target audience, through the use of social media and geo-fencing.
- Digital Out Of Home. Digital billboards in Country Club Hills and on the Bishop Ford were utilized.
- Social Media ad buys. Not targeted as described above, but a wider campaign through Facebook and Instagram
- Community Activation: Through the use of the grocery bags that we use in our food pantry.

Community
Health Outreach

Holiday Toy
Drive

The campaign began in July and ran through the end of October. This outreach resulted in 97 households reaching out to Respond Now for Pre-Purchase and Foreclosure Counseling, bringing us closer to our goal of a larger Housing Counseling presence in the South Suburbs. Campaign examples are included at the end of the report.

Impact Metrics Report

Short Term Metrics---Connecting households to pre-purchase and foreclosure assistance. Through our three-pronged media approach (billboard, Facebook boost, geo-targeting), Respond Now Housing Counseling programs garnered over 6.4 millions impressions. This resulted in 3,107 clicks to our website for additional Housing Counseling information.

Medium to Long Term Metrics--The increased outreach led to 97 households contacting Respond Now to sign up for our Housing Counseling programs. Of those 97 households, 74 were interested in pre-purchase counseling and 23 were interested in foreclosure counseling. Based on the goals listed in our application, we achieved our pre-purchase outreach by 148%, while not meeting our foreclosure numbers (31%). We believe this is due to the foreclosure moratoriums only recently coming to a close. Over the past month we have seen an increase in foreclosure numbers and anticipate seeing those numbers grow over the coming months.

Feasibility Report

This project has shown the response to Housing Counseling outreach and the need for those services. Our marketing and work will continue, as we grow our pre-purchase and foreclosure work. This has included closer collaboration with lenders (5/3 Bank, BMO Harris, US Bank, Marquette Bank, etc) as well as Home Ownership Fairs in Park Forest. Over the coming year we will bring these Fairs to other communities in the South Suburbs.


Funding and Leverage Report

Respond Now has received \$25,000 in funding from the Illinois Housing Development Authority (IHDA), to continue our marketing efforts for foreclosure counseling. With this funding, we will continue our engagement with Simple Truth and Media Ally to market our foreclosure work. The \$25,000 is part of a larger grant that we've received to connect families with mortgage assistance dollars being made available through IHDA.

Budget--detailed budget is attached

Simple Truth Campaign Development	\$20,000.00
Media Ally Marketing	\$8,686.81
Administrative Costs	\$1,313.09
Total:	\$30,000

Truly,



Carl J. Wolf
Executive Director
Respond Now

RESPOND NOW
Statement of Activity Detail
 November 1, 2020 - November 1, 2021

Ordinary Revenue/Expenditures	Date	Name	Class	Memo/Description	Amount
Revenue	11/17/2020	SSMMA	Programs:Housing Counseling:SET		15,000.00
	5/12/2021	SSMMA	Programs:Housing Counseling:SET		15,000.00
					\$ 30,000.00
Expenditures					
Administrative Costs					
8010 Acctg & Other Professional Fees					
Professional Services	9/1/2021	Respond Now	Programs:Housing Counseling:SET		\$1,313.09
	1/28/2021	Simple Truth	Programs:Housing Counseling:SET	Inv#003658	1,162.00
	2/25/2021	Simple Truth	Programs:Housing Counseling:SET	Inv#003699	6,149.50
	3/31/2021	Simple Truth	Programs:Housing Counseling:SET	Inv#003735	5,000.00
	4/29/2021	Simple Truth	Programs:Housing Counseling:SET	Inv#003771	2,903.75
	6/9/2021	Simple Truth	Programs:Housing Counseling:SET	Inv#003804	2,200.00
	6/30/2021	Simple Truth	Programs:Housing Counseling:SET	Acct# 003838 Housing Service Awareness Campaign	1,773.95
	7/29/2021	Simple Truth	Programs:Housing Counseling:SET	Inv#003877	810.80
					\$ 20,000.00
Total for Professional Services					
Advertising/Marketing	8/13/2021	media ally Inc	Programs:Housing Counseling:SET	Invoice# 1110	6,483.19
	9/1/2021	media ally Inc	Programs:Housing Counseling:SET		2,203.72
					\$ 8,686.91
Total for Advertising/Marketing					
Total for Expenditures					\$ 30,000.00
Net Revenue					\$ 0.00

 **Respond Now**
Sponsored

Learning about the loan process is key to buying and keeping your home. Respond Now is here to help.


**Learn first.
Loan second.**



Home loans are confusing. We'll help.
Talk to a housing counselor.


[Learn more](#)

First time homebuyers

 **Respond Now**
Sponsored

Whether you're buying a home or fighting to keep it Respond Now is here to help.

**You're not
alone.**



Facing foreclosure? You have options.
Community counselors can help.

[Learn more](#)

Foreclosures



300x250



320x50

RESPOND NOW

Foreclosure
Prevention

Pre-purchase
Counseling

(708) 755-HELP • RESPONDNOW.ORG

**We're here
to help.**

288x144

RESPOND NOW

**You don't have
to do it alone.**

(708) 755-HELP • RESPONDNOW.ORG

Foreclosure Prevention

1044x324