



# Fair Housing Initiatives Program (FHIP) Information Resource Center

## The IRC Newsletter Has New Features!

**How Do I...** will always help you do something that will help you work with HUD. **Power to the People** is about the methods HUD is using to connect and interact with interested individuals, including those in need of services and supporters, and why your organization might want to do the same. **Getting the Word Out** is about how to deliver your message to a target audience. Once the NOFA is out, **NOFA 2010** will answer applicants and grantees most-asked questions



### How Do I...Fix my CCR Registration if I didn't do it in 2009?

TPIN log-ins to access CCR accounts ceased to exist in December 2009. Therefore, if your organization had an active registration in 2009, but didn't change from a TPIN and DUNS log-in to a user ID and password log-in by December 21 2009, you can no longer access your CCR account.

If that is the case, have your primary or alternate E-Business Point of Contact (E-Biz POC), follow the steps below to set up a new log-in. Your E-biz POC name and email address must be on file with CCR to complete this process.

Call the Federal Service Desk (see numbers below).

- Follow the prompts to talk to CCR Registration help. Expect to stay on the phone for several minutes (This is the only onerous part of the process.).
- When you are transferred to a verification line, verify your E-Biz POC name and email address with the Federal Service Desk agent.

Once your information is verified, a user account invitation that includes a link for setting up a user ID and password will be emailed to the E-Biz POC email on file (The email should arrive within the hour.). Once you receive it:

- Click the link and follow the steps to set up a user ID and password. Once you click the link that says **Finish**, you will be taken to a "Manage Registration" page where you can update or renew your registration.

[Federal Service Desk](#) - (8 am – 8 pm Eastern Time); 866-606-8220; 334-206-7828; DSN: 809-463-3376, then dial toll free number

## Power to the People




*Power to the People* is about the methods HUD is using to connect and interact with interested individuals, including those in need of services and supporters, and why your organization might want to do the same. This article talks about one method, and subsequent articles will talk about the remaining five.

In the right hand corner of the HUD website homepage is a row of six linked icons (images you can click on to go to another Web page) that take you to different sources of HUD information and opportunities for people to interact with HUD. HUD contact information, a "news aggregator," and four "social media" sites make up the list. HUD also makes its content available in Spanish and lists 274 options for "bookmarking" or sharing HUD information with other people on line.

What is most important about these methods for getting the word out is that they are cost effective to set up and use. Any organization with a computer, an internet connection, and a staff person with some web savvy can set up information databases and download free web applications, or make pages for news aggregation, social media, and bookmarking and sharing information.

These resources are, however, not free. At the 2009 FHIP Management Training Conference, Impact Strategies listed resources for implementing and maintaining social media. The methods HUD uses require the same resources: planning/strategic consultation, training, creating and distributing content, integrating tools, relationship management, and measuring value.

**Mobile** . The first icon on the HUD Homepage, *Mobile*, links to information that is not interactive (People cannot read the content and then comment on or contribute to it.). But the information *Mobile* takes you to—phone and postal mail ["snail mail"] contact information—can be used by a very broad audience that includes people who lack ongoing access to computers, or the knowledge to use the news aggregator, social media sites, or bookmarking and/or other sharing options.

For example, for people who want to contact FHEO using *Mobile*, phone numbers and addresses are just a few clicks away:

- On the HUD homepage (The first page at HUD.gov), left click the **Mobile** phone image in the upper right hand corner.
- Left click on **Contact Us**.
- Left click on **Access HUD's Headquarters Organizational Directory**.

When you arrive at this page, you will see that it lists all of the divisions within HUD.

- Scroll down and left click **Fair Housing Equal Opportunity (FHEO)**.

You will arrive at a page that lists titles, names, room numbers, and phone numbers for all FHEO headquarters staff. Most organizational websites already include phone and postal mail contact information throughout the site, but putting it all together the way *Mobile* does makes it easier for people to find and contact HUD staff.



## Getting the Word Out

In order to further your organization's objectives, you need to make your organization known. You need to deliver your message to a target audience, probably several, and maybe even initiate and host discussion about fair housing. But how?

According to research presented by Impact Strategies at the 2009 FHIP Management Training Conference, 79% of non-profits use social networking in their marketing. A quick look at FHIP 2009 grantees shows that just 25% of grantees use Facebook, the fastest growing social network in the world. Should more grantees be using Facebook to get the word out? That depends.

"Marketing" means different things to different organizations. To some, it might translate to a way to drive donations. To others, it may be ways to let the people you want to serve know you are there and ready to serve them. For most, it is probably both, and more.

### Audiences

To meet with and market the people you want to meet where they are with appropriate media tools, you have to decide first just who they are, which means splitting them into different groups, or audiences. Most non-profits have numerous audiences, including

- People they serve
- People who make or could make donations
- Organizations with which they have contracts and grants
- People they want to reach out to at other similar organizations

The functional groups listed above could be a good audience breakdown to start with, but then what do you do next?

### Next Time: Meet Them Where They Are

## **HUD to Launch \$1 Million Fair Housing Lending Campaign**

The Department of Housing and Urban Development will soon launch a major fair housing lending advertising campaign. The fair housing campaign is a direct result of a \$1 million grant that was awarded under the FHIP Fiscal Year 2009 Notice of Funding Availability (NOFA) through the national education and outreach component.

Two national organizations were selected to implement a national strategy. The National Fair Housing Alliance (NFHA) will develop and distribute a comprehensive public service advertising campaign to address mortgage rescue scams. Campaign products will include radio public service announcements in English and Spanish, print public service announcements (PSAs) in English, Spanish, and Chinese, posters, and movie theater and mall marketing. NFHA will distribute media products throughout the U.S. to a broad audience of consumers and to national and local civil rights, housing counseling, veteran's assistance, and fair housing organizations.

The Pacific News Media campaign will target cities and regions that are currently and most impacted by foreclosures, housing discrimination, and predatory lending practices. These targeted cities were identified by cross-referencing data on metropolitan areas with the greatest number of complaints filed by African American, Hispanic, Asian American (Korean, Chinese, Filipino, and Cambodian) and Native American populations. Pacific News Media's national media campaign will educate Americans in these cities and regions about the benefits of fair housing practices and the danger of predatory lending practices, particularly among minority populations, through national radio and internet campaign PSAs. The Department anticipates that these products will be available to FHIP groups by December 2010.

### **Remember**

**If you have new suggestions, ideas, or particular items for the FHIP newsletter, please contact the FHIP IRC staff at 202-234-1522, x106. We look forward to receiving your comments!**



**FHIP IS COMMITTED TO SHARING UP-TO-DATE INFORMATION WITH YOU.  
STAY TUNED FOR THE NEXT NEWSLETTER EDITION!!**