

RFP #082026 Questions and Answers

Q: The RFP references both National Homeownership Month and Financial Literacy Month. Could you share more about your goals and priorities for Financial Literacy Month, including any specific campaigns, initiatives, audiences, or areas where you anticipate needing support?

A: Financial Literacy Month in April is an opportunity for potential home buyers to learn more about financial literacy, personal finance and other things they need to know to make their dreams of successful long-term home ownership come true. In past years, we have crafted a small internal campaign as a lead up into Home Ownership Month in June, providing information to potential buyers and helping spread awareness of the financial impact of home ownership. Areas needing support may include email marketing, social media, targeted ads and language.

Q: The RFP includes email marketing as a potential tactic. Could you provide additional context around your goals for email marketing and the type of support that you are seeking? For example, are you looking for strategic support, campaign development, content creation, execution, audience segmentation, or another area of assistance?

A: The Agency handles email marketing in-house. Support for this tactic would be limited to content idea generation and audience growth support.

Q: Is there a budget range or not-to-exceed amount in mind for this program (even if just media spend)? (Required Information to be Provided in Response to Proposal, Section 3: Costs for Project, p.5)

A: Budget will be discussed with the chosen vendor

Q: What does NCHFA consider a successful outcome for this campaign - loan applications, website traffic/leads, or broader brand awareness? (Background and Guidelines, Summary, p.2)

A: The overall objective for these campaigns is to increase the number of homeowners utilizing the NC Home Advantage Mortgage™ and the NC 1st Home Advantage Down Payment to help meet the Agency's mission of increasing affordable housing opportunities for all North Carolinians.

Q: Who is the target audience, and are there specific NC counties or regions you'd like us to prioritize over others? (Scope of Work, Item 1, p.3)

A: The target audience is potential home buyers statewide in North Carolina.

Q: Do you currently have an incumbent agency on this account, and if so, do you have results from past paid media campaigns we could review to help inform strategy? (Scope of Work, p.3)

A: Information on past and present strategies will be shared with the chosen vendor.

5. For the video component, are you looking for a net-new concept and production, or is there an existing video asset you'd like us to repurpose or extend? (Scope of Work, Item 2, p.4)

Q: For the microsite/landing page update, are there any must-have functional requirements, such as a login portal, email sign-up, or lead capture integration? (Request For Proposal Summary, p.2)

A: Lead capture integration and email sign-up would be ideal. Landing page would be limited to marketing purposes and would not collect protected information.

Q: What email marketing platform are you currently using, and roughly what is your list size and sending cadence? (Scope of Work, Item 3, p.4)

A: The Agency currently utilizes Mailchimp with a monthly cadence specifically for home ownership marketing. Current list size is 17,260.

Q: Beyond the fair housing compliance requirements, are there any messaging guardrails or past creative that performed particularly well (or poorly) that we should be aware of? (Scope of Work, Item 1, p.3; Required Information to be Provided in Response to Proposal, Section 1, p.4)

A: Formal messaging guardrails will be shared with the chosen vendor, and include the Agency Style Guide and current marketing guidelines available here: <https://www.nchfa.com/home-ownership-partners/lenders/marketing-resources>.