



Effective Marketing Strategies To Reach African American Families

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Understand the Culture

- Ideally have a African American work with African Americans
 - Comfort Zone
- Value Relationships (familial, social)
 - Identify and track your family roots
 - Build a rapport, it's not just about the numbers
 - Volunteer/interact at non-homeownership events
 - Show you care about them and the community



Understand the Culture

- Recognize the importance and influence of African American churches.
 - The support of the local church is important
 - Open the door to a built-in audience and over the distrust factor.
- Marketing tools for churches:
 - Inserts in bulletins
 - Included in the church announcements
 - Presentations to smaller group ministries within the church.



What Are the Barriers?

- Don't assume you know what the barriers are.
- Research the needs of African Americans in your community.
 - Credit Barriers
 - Lack of Down-payment
 - Gap in Affordable Homes
 - Un-employment
 - Discrimination



What Are the Barriers?

- Research is worth it's weight in gold:
 - Allow you to tailor programs to address the barriers African Americans face
 - Identity potential partners
- In Waterloo I found the barriers to be:
 - Credit
 - Lack of consistent employment / temporary job placements



Credit is King



- Rebuilding credit became my marketing foundation.
- Combining self-help credit repair and homeownership education became my niche.
 - Down-payment assistance programs were contingent on credit approval

Appealing Slogans

- “Bad Credit is not a Life Sentence!”
- “Drop Us A Line, Before You Sign”
- “Don’t Pay to Borrow Your Own Money”
- “Good Credit is an Asset”



Creating Win-Win Partnerships



- Overcoming the employment barrier required establish a effective partnership.
- Career Ladders
 - *"... program to help clients gain needed skills, training, and support to help clients gain access to more employment opportunities."*
- Creating Employer Assistance Housing (EAH) Programs
 - Top 3 Minority Employers

Creating Win-Win Partnerships



- Local Housing Authority
 - Section 8 Homeownership Program
 - Family Self-Sufficiency (FSS) Program
- In-House Referrals
 - Community Action Agencies have a unique marketing/outreach opportunity
 - WIC and Stork's Nest Programs
 - Family Development & Self-Sufficiency (FaDSS)

Creating Win-Win Partnerships



- Volunteer Income Tax Assistance Sites (VITA)
 - Intake form referrals
 - Informational flyers
 - Waiting room presentations



Effective Marketing = Going to Your Market

- Go to the places you know your target audience patronize:
 - African American Barbershops
 - African American Beauty Salons
 - Laundromats



Effective Marketing = Going to Your Market

- Minority-Owned Radio Stations
 - Not only Public Service Announcements (PSAs) ...Buy commercial spots
- Churches
- Black-Owned Businesses

Marketing/Outreach Tools

- Flyers & Brochures that are reflective of your target audience
 - Pictures that look like your target audience
- Flyer Neighborhoods
- Church bulletin inserts
- Public Access Show





Marketing/Outreach Tools

- Guest on Radio Shows
- Quality Service=Referrals



Remember...

- Understand the Culture
- Identifying Local Barriers
- Create Win-Win Partnerships
- Going to Your Market
- Marketing Tools that Reflect Your Target Audiences



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