

AFFORDABLE HOUSING PROGRAM HOMEOWNERSHIP SET-ASIDE PROGRAM

MARKETING AND PUBLICITY GUIDE

OPEN DOORS TO NEW BUSINESS OPPORTUNITIES



PURPOSE OF THIS GUIDE

This marketing and publicity guide is designed to help FHLBank Atlanta shareholder financial institutions maximize the Affordable Housing Program (AHP) Homeownership Set-aside Program for even greater success. Building awareness of these products can help you differentiate yourself from the competition, reach new customers, originate new mortgages, and generate referrals from real estate agents, builders, employers, and other industry professionals. Whether you want to reach out to local media, your customers, or local agencies, there are a few easy things you can do to build awareness about the homeownership products.

FHLBANKATLANTA'S WEBSITE

FHLBank Atlanta's website, www.fhlbatl.com, is an invaluable resource for product information and your marketing needs. In the [Resource Center](#), you will find detailed information about each homeownership product, including requirements for income eligibility, the application process, and the funding process. Under the [Marketing Templates and Brochures](#) section, you can download customizable product brochures with audience-specific messaging. The website's [Events](#) section also features a compilation of in-person and online educational opportunities, such as expert-led webinars, workshops, small group meetings, conferences, and presentations.

PRESS RELEASE TIPS

When publicizing the Homeownership Set-aside Program, consider sending a press release to one or all of the following:

- Real Estate Editor
- Financial Reporter
- Community Reporter

SEND IT TO A PERSON, NOT THE SLUSH PILE

Instead of sending your press release to a generic email address that news publications might use as a slush pile — it's usually something like news@localnewspaper.com — find the editor of the section where your story would fit best. For example, if it's a business story, send your press release directly to the business editor.

PHOTOS AND VIDEOS ARE YOUR SECRET WEAPON

Online and print publications are typically short on photos. Save images as jpegs and include them as attachments to your submission.

DOWNLOAD

AHP HOMEOWNERSHIP SET-ASIDE PROGRAM BROCHURE

Download this one-page product guide for an at-a-glance reference sheet of product features and funding amounts.

DOWNLOAD

SAMPLE PRESS RELEASE

Download this AP style press release template to use as a guide for writing news and product announcements.

CUSTOMIZABLE MARKETING BROCHURES

FHLBank Atlanta offers template marketing brochures (available in Microsoft® Word). These documents allow you to add your institution's logo, contact details, and disclaimers.

DOWNLOAD

First-time Homebuyer Product

DOWNLOAD

Community Partners Product

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