

### RIGHT ON TARGET!

# National Association of Home Builders

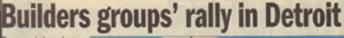
## Challenge

In 2012, the Avance team planned and coordinated a Homeownership Rally at Gardenview Estates for the Building Industry Association of Southeastern Michigan, the Michigan Association of Home Builders and the National Association of Home Builders. The goal of the event was to garner citizens' support in the form of a signed petition to demonstrate to local and national politicians that homeownership is essential to the American way of life. As a result of Avance's planning, implementation and coordination, a vacant lot was transformed into a professional and seamless event.

#### Solution

Approximately, 650 citizens participated in the event. Stakeholders were invited to the rally by Avance and included citizens, civil rights organizations, business groups, associations, home builders, real estate agents, college students, churches, politicians, and civic organizations. To ensure the attendance goal, Avance rented buses and coordinated with local churches and organizations to bring stakeholders to the rally. Avance created a 60 second radio commercial, recommended and bought a two-week flight on two local radio stations to encourage attendance at the rally. The Avance team also coordinated and managed local and national speakers – including political leaders. Avance's staff developed the program, and assisted in securing Detroit NBC Weatherman Chuck Gaidica as the MC. The Avance team identified and coordinated Kids N' Jazz as the entertainment, organized and managed the volunteers, designed and produced branded t-shirts and towels to give to attendees as well as boxed lunches were provided for all. Citizens signed petitions onsite illustrating their support. Moreover, the rally received significant national, regional and local media coverage.





ey push housing key component

FRIDAY'S RALLY IS ONE OF SEVEN PLANNED

THROUGHOUT THE COUNTRY

#### MICHIGAN HOME BUILDER IMPACT

