



Landlord Engagement Toolkit Member Tutorial

by Loud & Clear Marketing, LLC

Access & Modify TOOLKIT Assets

Welcome to the VAHCDO Landlord Engagement Toolkit!

In this tutorial, you will discover how to access and modify marketing assets to help you:

- **Reach and engage private landlords to discover more about affordable housing programs.**
- **Help dispel myths surrounding affordable housing programs and those who qualify, and**
- **Customize toolkit assets with your organization's logo and contact details.**

Ready to get started?

Multi-Media Toolkit Overview

Brochure Series

- Series of 2 tri-fold brochures that are easily downloadable for print or digital use
- Customizable graphics and video tutorial

Poster Series

- Series of Series of 4 posters that are easily downloadable for print or digital use
- Customizable graphics and video tutorial

Social Media Content

- 20 social media posts, including curated captions, static graphics and video collateral
- Researched hashtags with best practice use by platform
- Customizable graphics and video tutorial

Video Collateral

- Testimonial-driven educational video including a landlord, a program participant, and housing advocate
- Storytelling and impactful messaging
- 3 sizes of video shorts sized for different placements on social media, including Instagram Reels

Organization

For most assets, 2 versions have been uploaded to the Toolkit:

1 **EXAMPLE VERSION:**
Shows you where the customizable elements should be placed.

The flyer content includes:

- Quote: "I have been involved with the program for over ten years...I like the program enough to introduce my kids to it as well..." - Michael - Private Landlord Participant, Housing Choice Voucher Program
- Text: "How do Affordable Housing Programs, like HCV, benefit private landlords like you?"
- Text: "As a participating landlord, you can benefit from:"
- List of benefits: Guaranteed and consistent rental income, Reduced vacancy rates, Long-term tenants that care for your property, Free Advertising, Potential tax subsidies, Support from trusted housing experts.
- Text: "Landlords. Be the HERO your community needs AND make guaranteed rental income."
- Text: "Being a private landlord can be challenging."
- Text: "Affordable Housing Programs, like the Housing Choice Voucher (HCV), give you the support you need to make guaranteed rental income AND make a positive impact in your community."
- Text: "And, it's easier than you think."
- Text: "With your help, we can increase access to more affordable housing, and:"
- List of benefits: Reduce the rent burden on already struggling households, Help fight homelessness, Give vulnerable people a chance.
- Text: "Ready to get started? Visit vahcdo.org or call (XXX) XXX-XXXX"
- QR code
- Logos for VAHCDO and Portsmouth

2 **EDITABLE VERSION:**
Use this version to add your phone number/contact details, QR code, and logo.

The flyer content includes:

- Quote: "I have been involved with the program for over ten years...I like the program enough to introduce my kids to it as well..." - Michael - Private Landlord Participant, Housing Choice Voucher Program
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- Text: "With your help, we can increase access to more affordable housing, and:"
- List of benefits: Reduce the rent burden on already struggling households, Help fight homelessness, Give vulnerable people a chance.
- Text: "Ready to get started? Visit vahcdo.org or call (XXX) XXX-XXXX"
- Placeholder for QR code
- Placeholder logos for VAHCDO and Portsmouth

This example includes logos, phone numbers and QR code, so you can see where to place them when you customize the editable version.

Available Assets

BROCHURE SERIES

We have created 2 tri-fold brochures for you to use in your outreach efforts. Each has different messaging:

BROCHURE 1 - The Benefits & Hero Messaging

BROCHURE 2 - Challenging Stereotypes & Easy Process

There are 2 copies of each brochure: one that is an example of how to add your logo and contact information to the brochure, and another that is customizable to you.

Examples are all labeled in OneDrive.

Name	Modified	Modified By	File size	Sharing
Brochure 1 - Benefits & Process (Example).p...	5 days ago	katie.mecham@loudar	681 KB	Shared
Brochure 1 Benefits & Process.pdf	5 days ago	katie.mecham@loudar	434 KB	Shared
Brochure 2 - Challenge Stereotypes (Exempl...	4 days ago	katie.mecham@loudar	598 KB	Shared
Brochure 2 Challenge Stereotypes.pdf	4 days ago	katie.mecham@loudar	346 KB	Shared

Brochure 1

Landlords. Want to make money and help your community?

You can! In just 3 easy steps:

- 1 ADVERTISE & SCREEN POTENTIAL TENANTS AS NORMAL**
- 2 COMPLETE MINIMAL PAPERWORK & SCHEDULE AN INSPECTION**
- 3 WELCOME YOUR NEW TENANT & START TO EARN RENTAL INCOME**

Become the HERO your community needs.
Questions? Contact us today at

Click any image to access file

Brochure 2

Housing insecurity is a reality for many in Virginia.

Private Landlords. Let's challenge stereotypes and build stronger communities, together.

Be the HERO your community needs, and make guaranteed rental income, too.

Affordable Housing Programs are not always for the people you think.

Let's. BUST. Myths.

It's EASIER than you think.

READY to get started?

Let's. BUST. Myths.

It's EASIER than you think.

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Let's. BUST. Myths.

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READY to get started?

Let's. BUST. Myths.

It's EASIER than you think.

READY to get started?

Available Assets

POSTER SERIES

We have created 4 posters to help you in your outreach efforts. Each poster has different messaging.

There are 2 copies of each poster: one that is an example of how to add your logo and contact information to the poster, and another that is customizable to you.

Click any image to access file

Poster 1 The Benefits



LANDLORDS, we need YOU!

BE THE HERO YOUR COMMUNITY NEEDS, AND MAKE GUARANTEED RENTAL INCOME, TOO.

Landlords who participate in Affordable Housing Programs, like Housing Choice Vouchers (HCV) enjoy:

- ✓ Guaranteed and consistent rental income
- ✓ Reduced vacancy rates
- ✓ Long-term tenants that care for your property
- ✓ Free Advertising
- ✓ Potential tax subsidies
- ✓ Support from housing experts

To learn more, visit

or call

 VAHCDO
VIRGIN ASSOCIATION OF HOUSING AND COMMUNITY DEVELOPMENT OFFICIALS

Poster 2 The Testimonial



Landlords. Be the HERO your community needs.

With your help, we can increase access to more affordable housing, and:

- ✓ Reduce the rent burden on struggling households.
- ✓ Help fight homelessness.
- ✓ Give vulnerable people a chance.

“ I have been involved with the program for over ten years...I like the program enough to introduce my kids to it as well... ”

Michael - Private Landlord Participant, Housing Choice Voucher Program

Ready to get started?
Visit
Call

 VAHCDO
VIRGIN ASSOCIATION OF HOUSING AND COMMUNITY DEVELOPMENT OFFICIALS

Poster 3 The Process



Landlords. Want to make money and help your community?

It's easier than you think.

Enjoying the benefits of Affordable Housing Programs, like the Housing Choice Voucher (HCV), has never been easier for landlords. We're here to help.

- 1 ADVERTISE & SCREEN FOR PROSPECTIVE TENANTS AS YOU NORMALLY WOULD.
- 2 COMPLETE INSPECTION & FORMS. WE'RE HERE TO GUIDE YOU EVERY STEP OF THE WAY!
- 3 SIGN THE LEASE, WELCOME YOUR NEW TENANT & START EARNING RENTAL INCOME.

Ready to get started?

Visit
Call

 VAHCDO
VIRGIN ASSOCIATION OF HOUSING AND COMMUNITY DEVELOPMENT OFFICIALS

Be the HERO your community needs.

Poster 4 The Mythbuster



Landlords. LET'S. BUST. MYTHS.

DEBUNKING COMMON MYTHS ABOUT HOUSING ASSISTANCE TENANTS.

MYTH "Housing Assistance tenants are too difficult to manage."

FACT TENANTS WHO USE HOUSING ASSISTANCE TEND TO BE RELIABLE, RESPECTFUL, AND STAY LONG-TERM.

MYTH "They assign you tenants."

FACT YOU MAINTAIN YOUR RIGHT TO SCREEN ALL POTENTIAL TENANTS AND SELECT WHO YOU RENT TO.

MYTH "I can't evict tenants."

FACT YOU MAINTAIN YOUR RIGHT TO EVICT ANY TENANT WHO VIOLATES YOUR LEASE.

Don't let myths stop you from enjoying the benefits of housing assistance programs.
The truth starts with YOU!

Visit
Call

 VAHCDO
VIRGIN ASSOCIATION OF HOUSING AND COMMUNITY DEVELOPMENT OFFICIALS

Available Assets

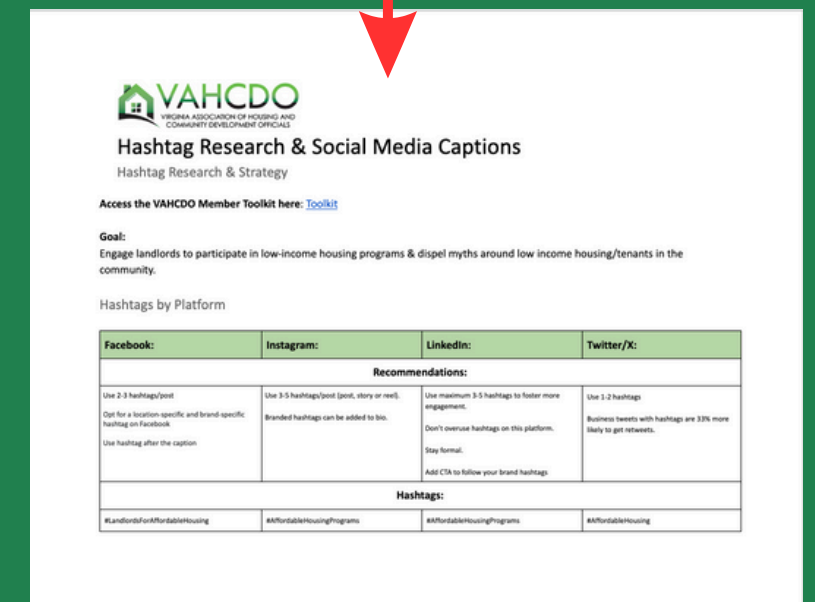
SOCIAL MEDIA POSTS

17 static social media posts are available for you to use in your outreach efforts.

There are 2 copies of each social media post: one is an example of how to add your logo and contact information to the post, and another that is customizable to you.

There is also a document titled "Social Media Information & Captions," which includes pre-written captions and researched hashtags by platform, for you to use in order to maximize reach.

SOCIAL MEDIA INFORMATION & CAPTIONS DOCUMENT



Click any image to access social media post files

Landlords. We've got the answers to ALL of your questions.

"I want to open up my property to Housing Choice Voucher holders, but have so many questions!"
- Private Landlord

Landlords. Are YOU ready to HELP?

It's time to DEBUNK the MYTHS about AFFORDABLE HOUSING tenants.

A lack of Affordable Housing is hurting Teachers

Private Landlords. Do you know how you can benefit from Assistance Programs?

Guaranteed rent payments

Be a HERO in Your Community

HOUSING CHOICE VOUCHERS (HCVs)

YES! Landlords can still SCREEN TENANTS

Empty Rental Units = LOST INCOME

Landlords. Fill empty units, FAST.

Housing Affordability is the Greatest Challenge for Our Veterans.

Questions? Contact Us Today.

Be a HERO in Your Community

Available Assets

VIDEOS

Because we know that social media posts with video content get at least 10 times more engagement than those without, we've created the following videos for your use:

1 FULL LENGTH EDUCATIONAL VIDEO - Covering all topics

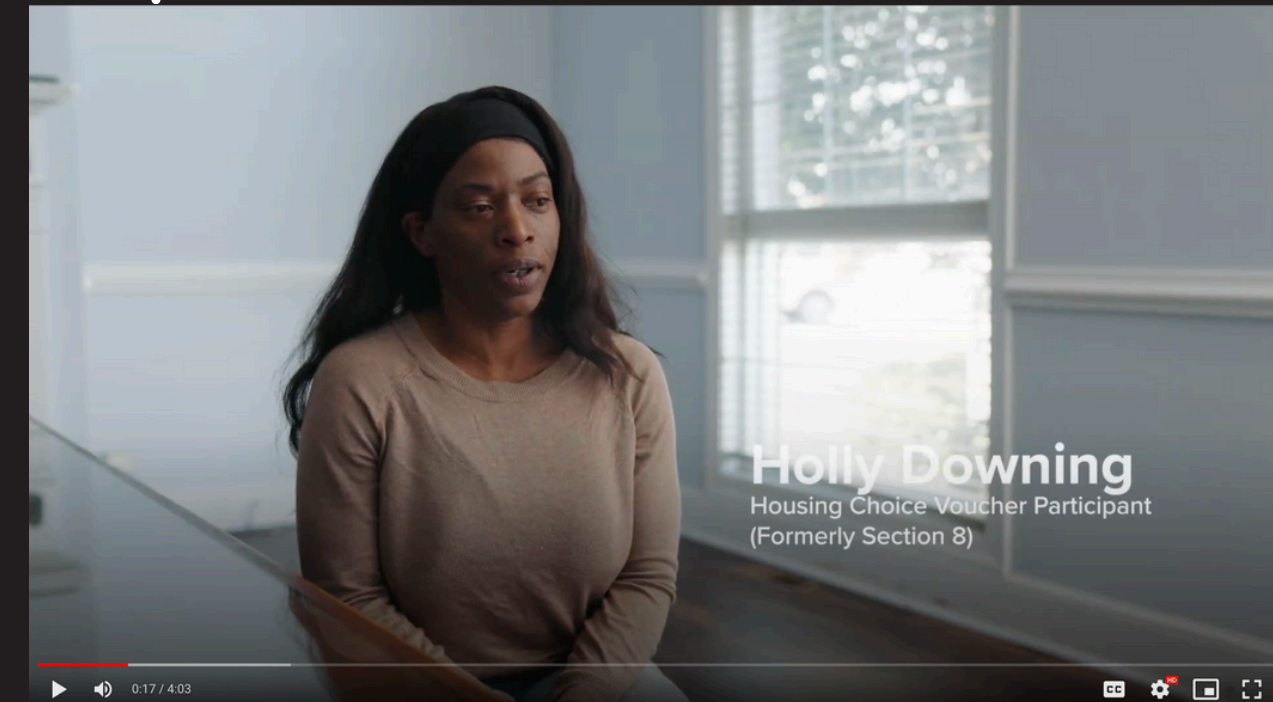
3 SHORT FORM VIDEOS - Separately addressing each topic

- **FACTS ABOUT AFFORDABLE HOUSING**
- **LANDLORD PERSPECTIVE**
- **UNHOUSED AREN'T ALWAYS WHO YOU THINK**




Educational Video - Full



Click any image to access video files



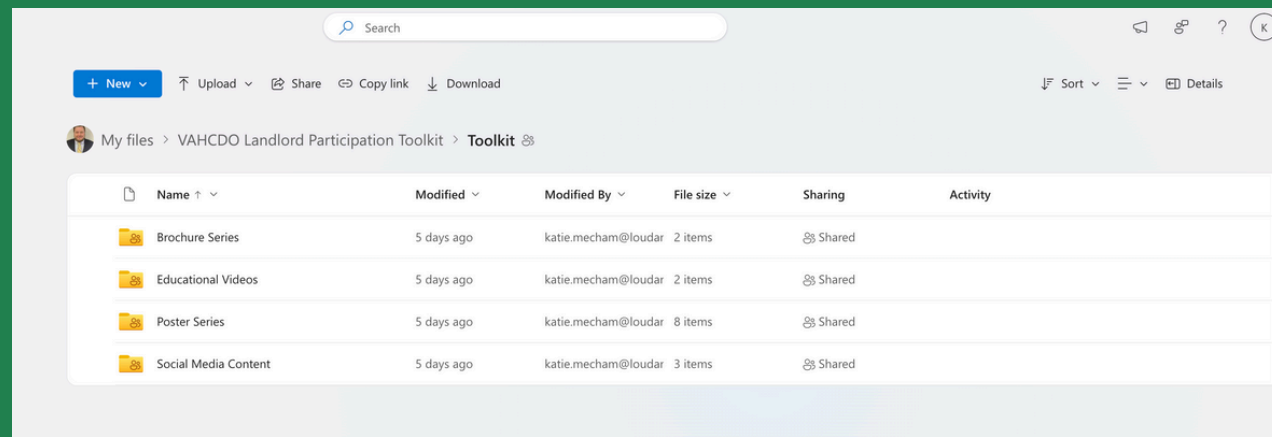
Short Videos in 3 Sizes

Name ↑ ▾	Modified ▾	Modified By ▾	File size ▾
 Horizontal	4 days ago	katie.mecham@loudar	2 items
 Square	4 days ago	katie.mecham@loudar	3 items
 Vertical	4 days ago	katie.mecham@loudar	3 items

Platforms

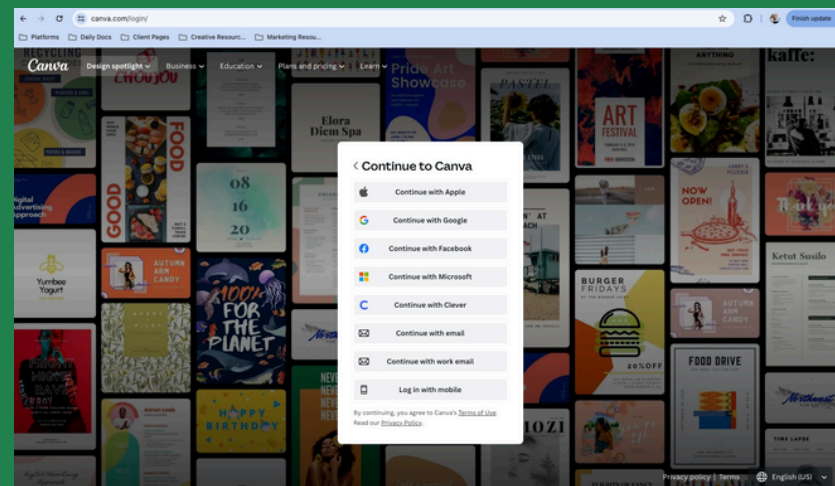
VAHCDO Member Toolkit

Go to the VAHCDO Landlord Participation Toolkit by clicking on [this link](#).



CANVA

Go to [Canva.com](https://www.canva.com) to set up a FREE account. [Click here](#) for a tutorial on how to do so.



How to Use Assets

DOWNLOAD FROM THE TOOLKIT

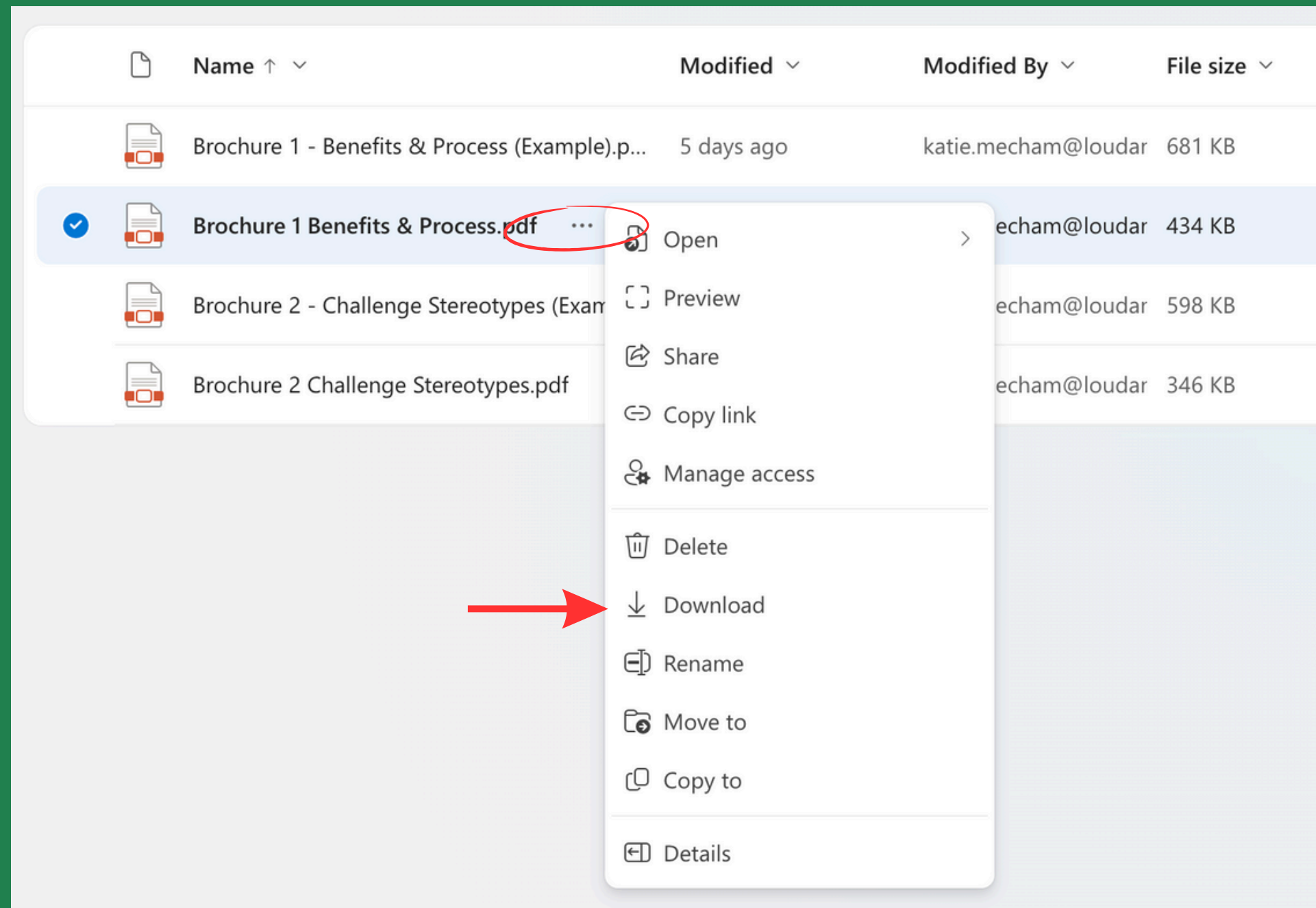
Go to the [VAHCDO Landlord Participation Toolkit](#)

Find the asset you'd like to use.

Click on the 3 dots to the right of the file name.

Select "Download."

Save the file to your computer in a place where you can retrieve it.



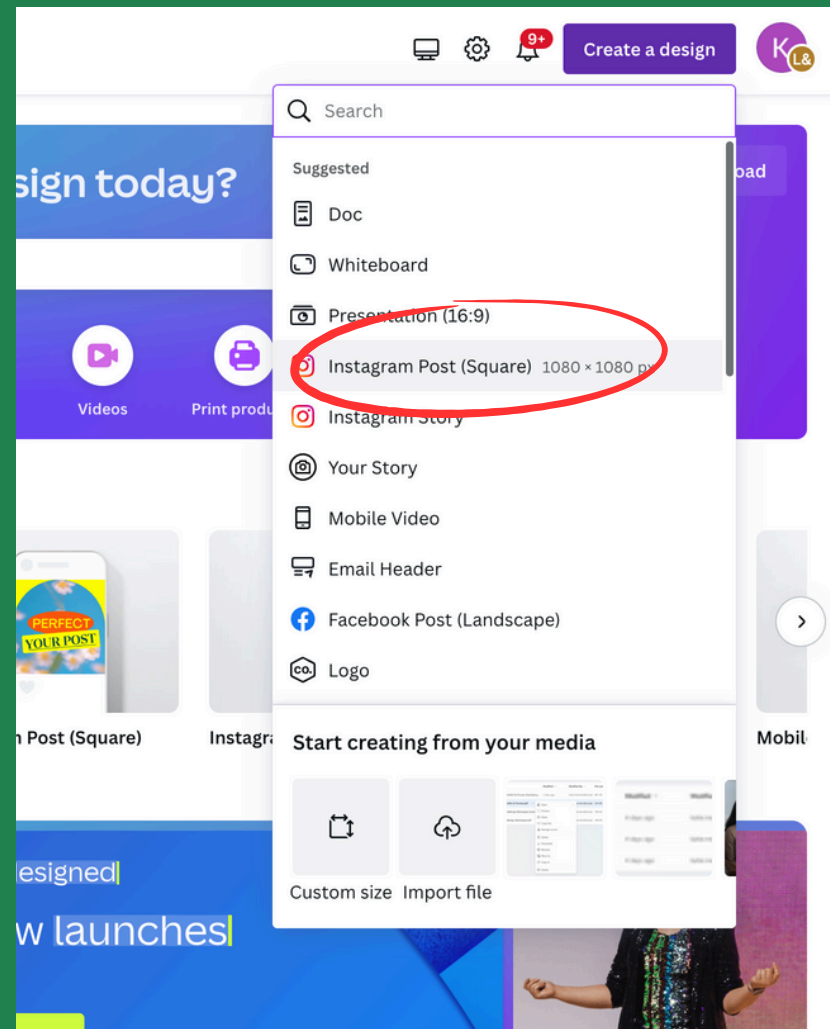
How to Use Assets

UPLOAD TO CANVA

In Canva, go to “Create a Design.”

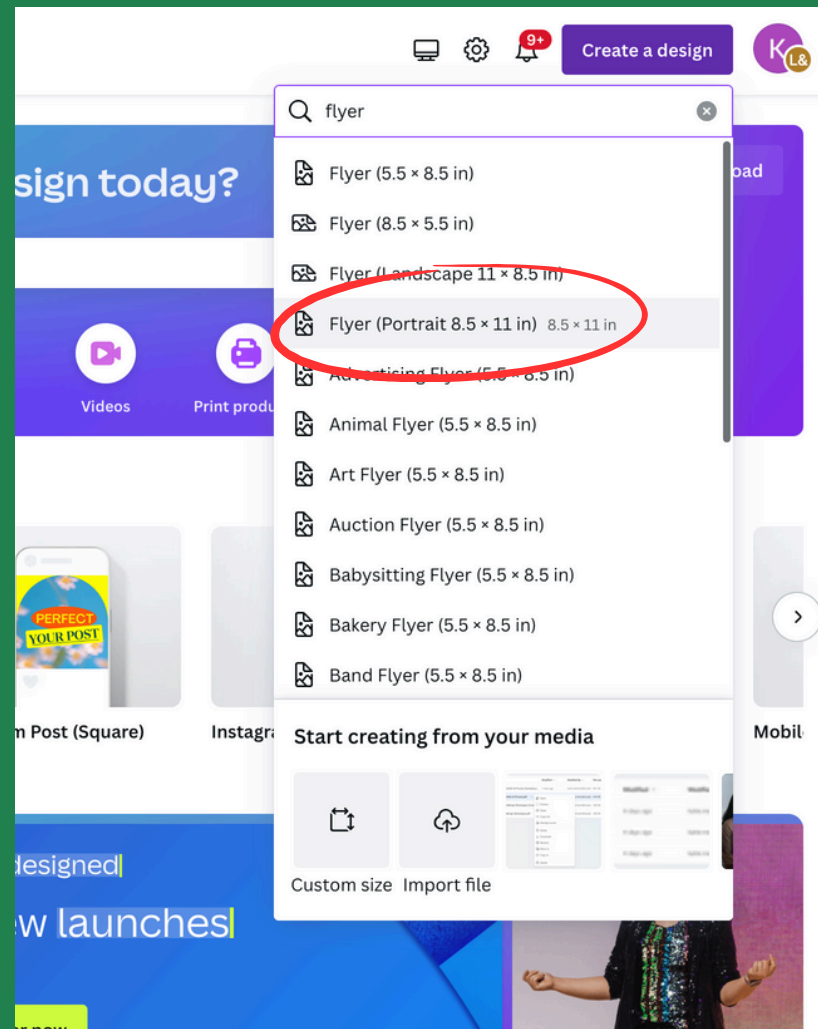
Social Media Posts

Select “Instagram Post Square.”



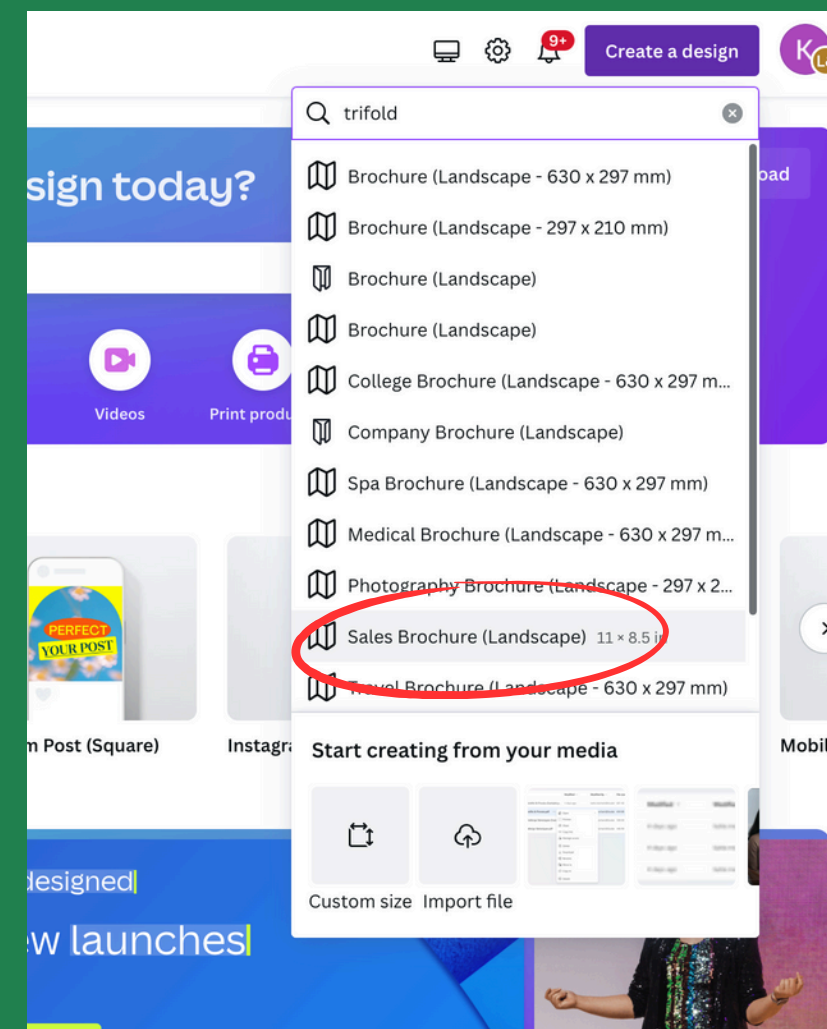
Posters

Select “Flyer (Portrait 8.5 x 11 in)”



Brochures

Select “Sales Brochure (Landscape) 11 x 8.5 in”



How to Use Assets

UPLOAD TO CANVA

Rename the file by clicking on the autogenerated title.

Click on “Upload Files” to upload the editable graphic and your logo.

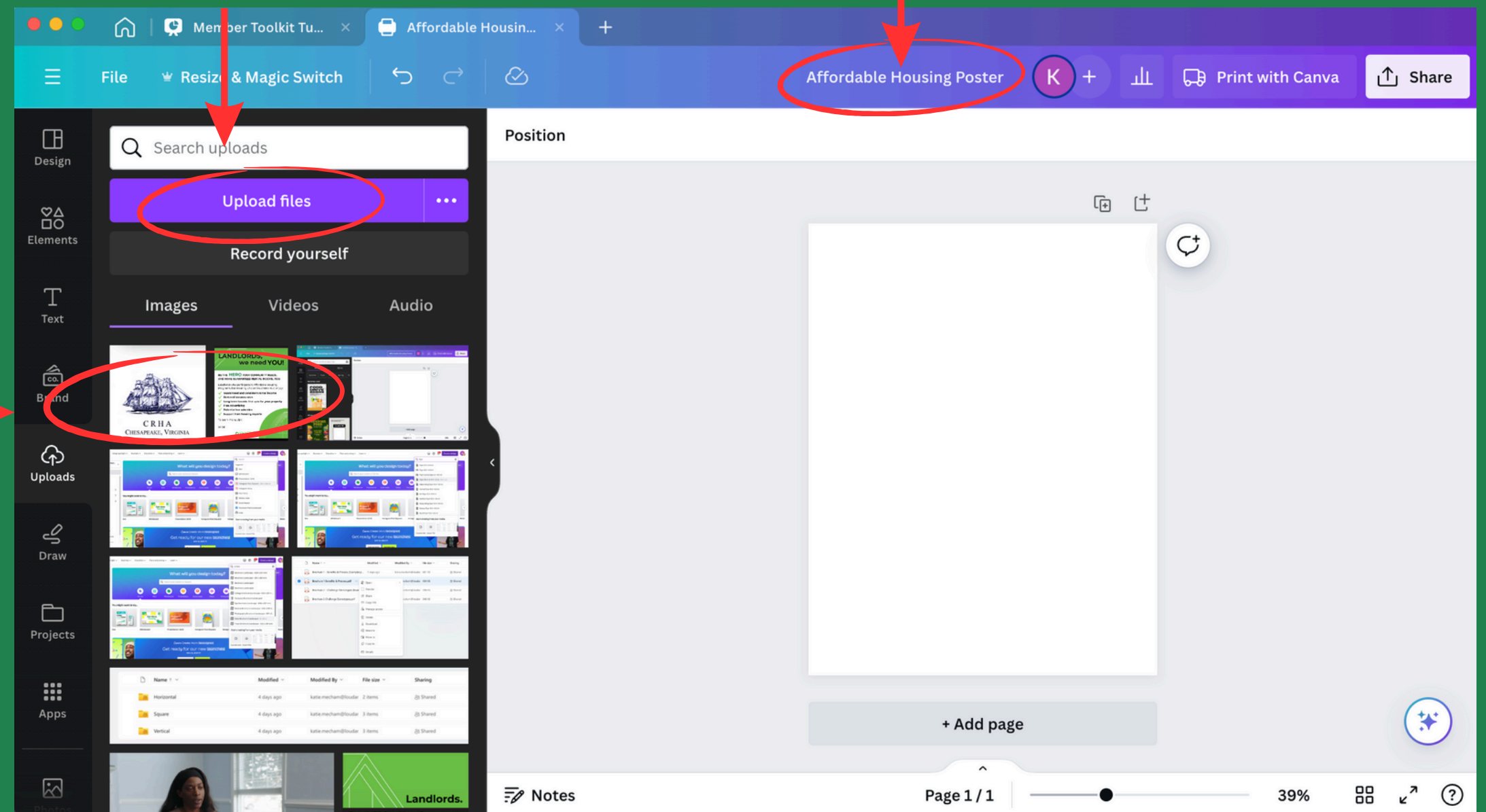
Once uploaded, click on the uploaded image to add it to the design.

Uploaded images

Once you’ve added it to the design, stretch it to fit the dimensions of the flyer.

Upload the file downloaded from the Toolkit.

Choose a new name for the file.



How to Use Assets

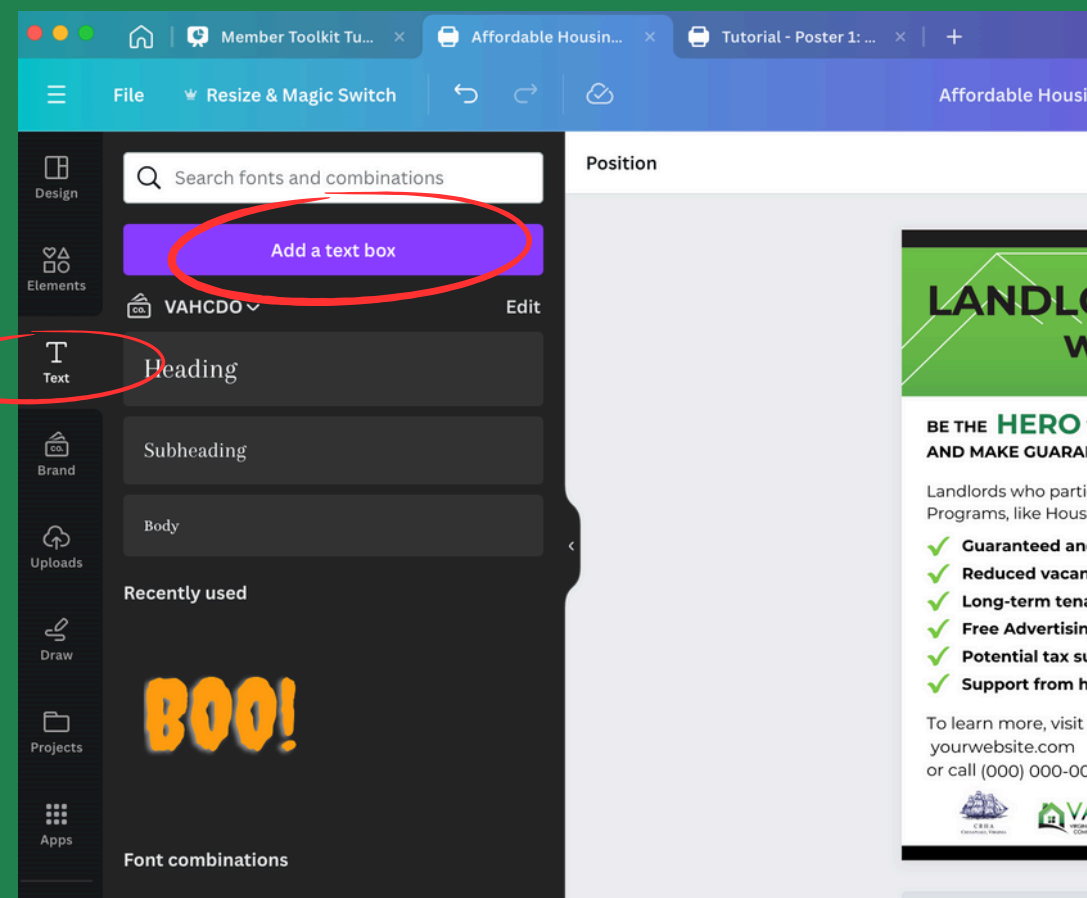
EDIT THE DESIGN

Click “Add a Text Box” on the left. You may first need to click on “Text” to bring up the text box menu.

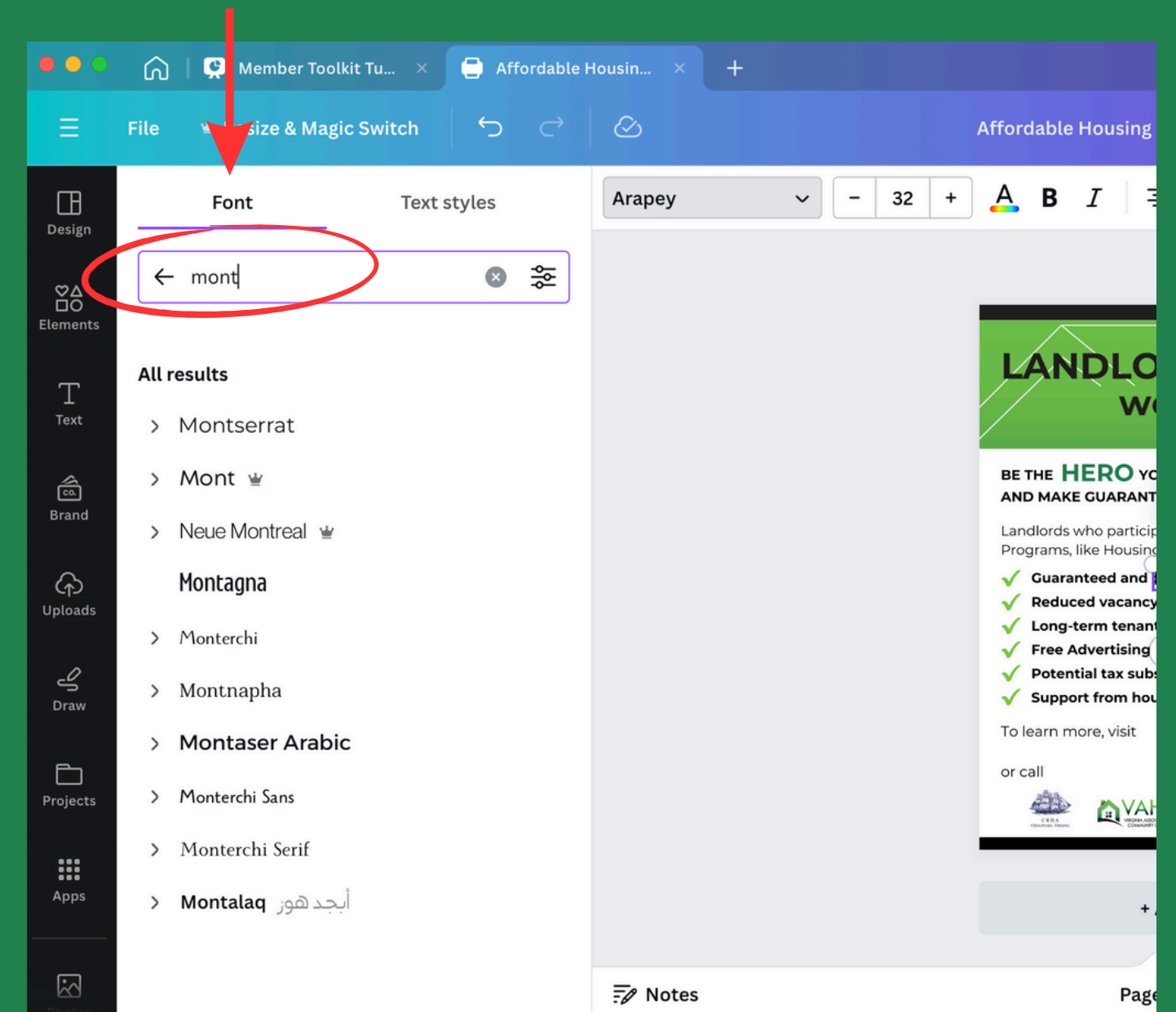
Change the font to Montserrat, 21-point font.

Add your contact information, which will be a website, phone number, or both.

Click “Text” to bring up the text box menu, if needed



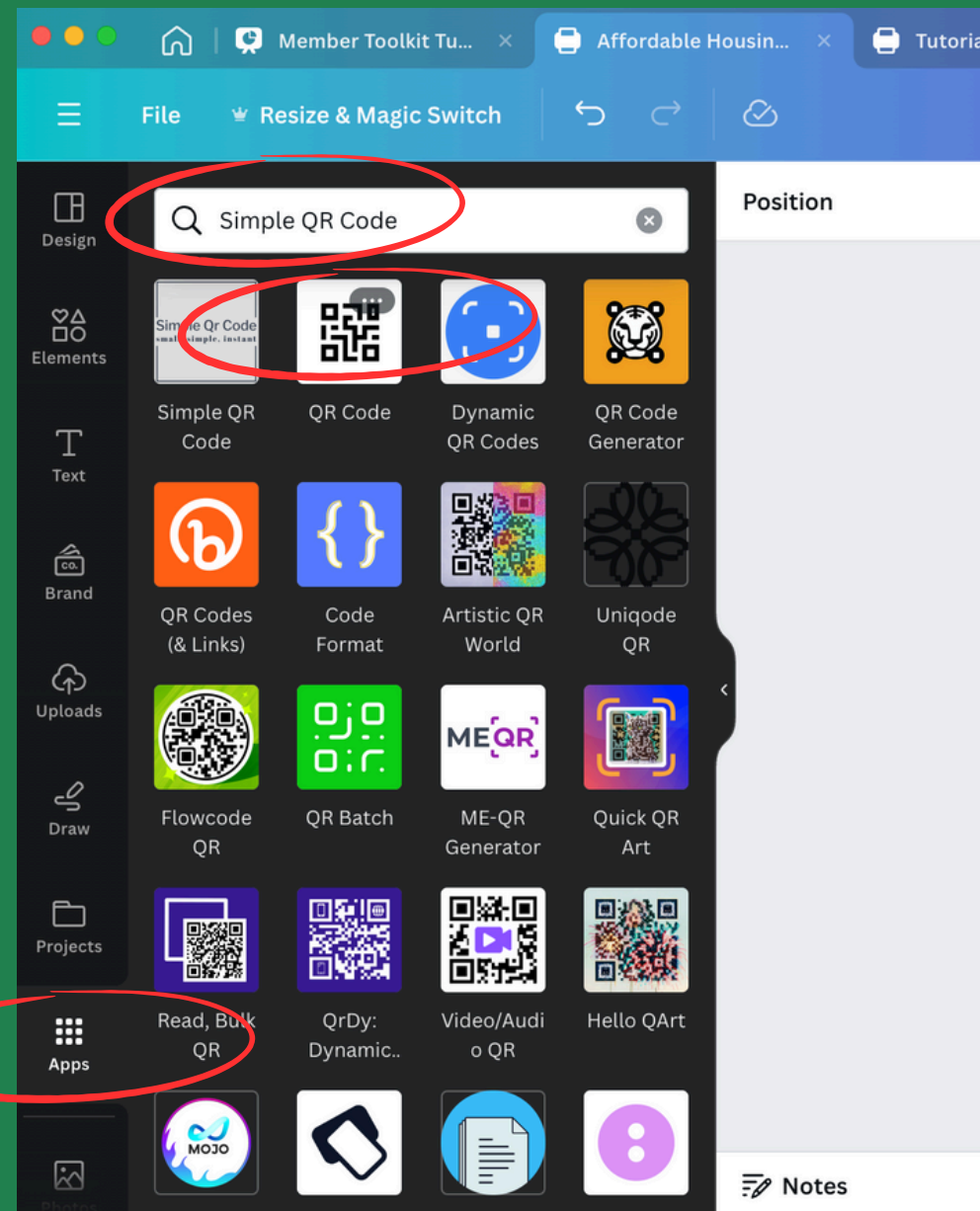
Change the font



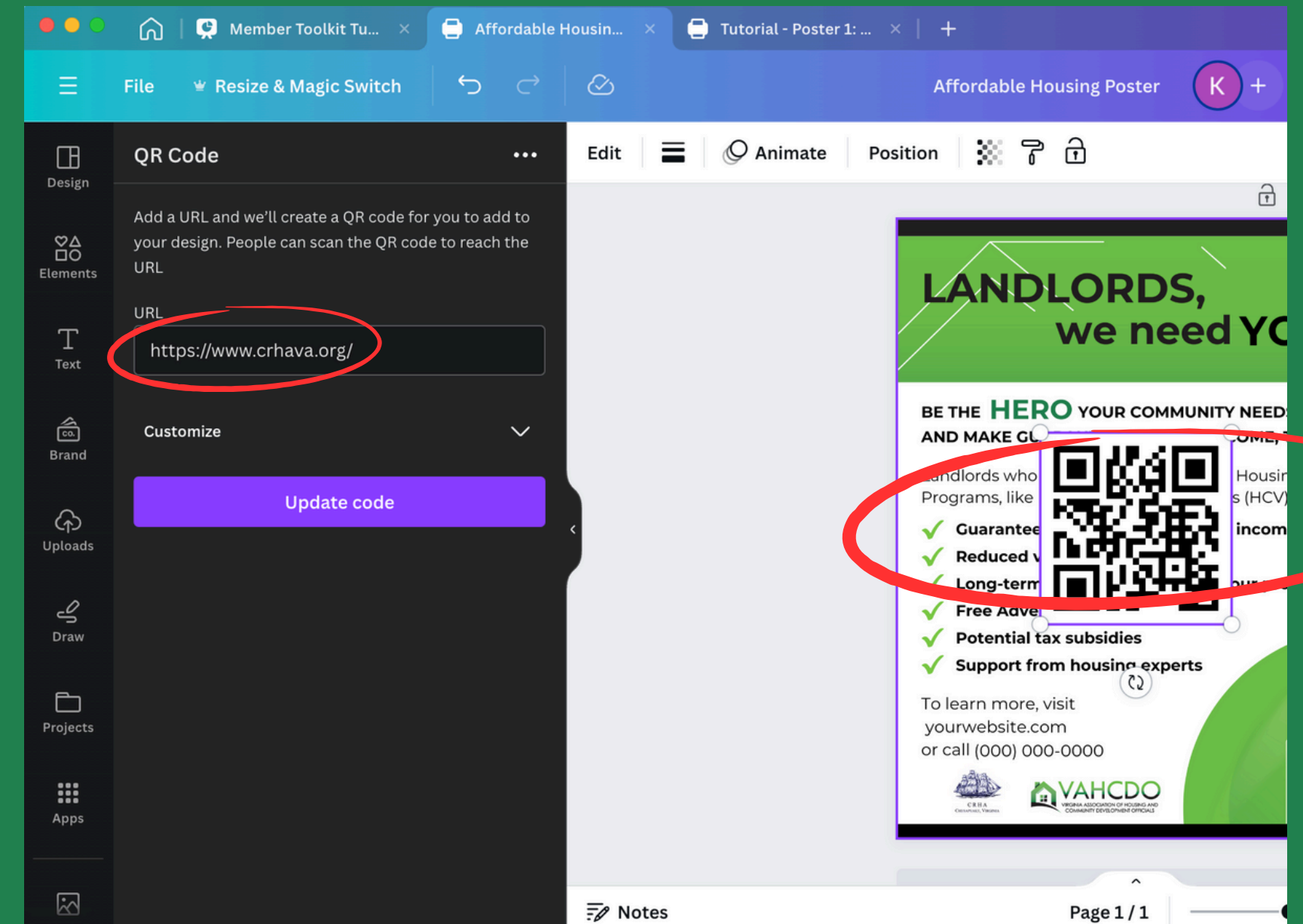
How to Use Assets

CREATE AND INSERT A QR CODE

Use the QR code generator by clicking on Apps and searching “QR.” “Simple QR Code” will appear. Select that.



Enter the URL you want the QR code to point to. Click “Generate Code.” A QR code will appear that you can resize and put in the appropriate space.





Please reach out to us with any questions!