

Make sure to customize the underlined sections as needed...

Media Pitch Template (suitable for print, radio, television, etc...)

I'm writing to gauge your interest in exploring a New Year's Resolution idea with your readers/listeners/viewers. I am a homeownership specialist with XXX. My job is to work with prospective first-time homebuyers to educate them on the buying process and prepare them for successful ownership over the long term. I'd like to offer you the opportunity to speak with a local family that recently closed on their first home, and hear their experience and how owning their own home is changing their lives. (Make sure you have a willing past client before offering this!)

Many people believe they would never be able to qualify for the loan needed to purchase a home of their own. They think a 20 percent down payment is mandatory, even though there are numerous down payment assistance programs they may qualify for. They think their credit score isn't good enough, even though there are concrete steps anyone can take to improve their score. They think you need to have a high income, although this is highly subjective. And they feel like they'd have to navigate the complicated process on their own when free advisory services are available from nonprofit organizations like mine. The bottom line is that homeownership is the main way families accrue wealth in our country, and whole sectors of our population have been systematically kept out of this aspect of our economy. We're working to change that in our community one family at a time.

I'll plan to follow-up with you by phone next week if I haven't already heard back from you. Thank you in advance for your consideration of this idea!

Social Media Post Templates

Make 2024 the year you finally explore homeownership! XXX is a nonprofit organization offering free advice tailored to your unique financial situation. Go to XXX.XXX for more information!
Include a picture of a family you've successfully assisted (with permission!)...

Ever considered exploring homeownership? The start of the New Year is a great time to take our Home Stretch homebuyer education class! Dates and times for upcoming sessions are available at XXX.XXX.
Include a picture of a family you've successfully assisted (with permission!)...

Advertising Templates (suitable for social media)

Owning your own home may be easier that you think. We offer trusted advice and education from a nonprofit perspective. Learn more at XXX.XXX.

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