Creative Brief: MAHFH Video Project

The MAHFH video project will work to demonstrate the affordable housing challenge that exists within the Manhattan community. This project will work to make understanding the challenge accessible and to highlight the interventions that MAHFH is making in this challenge. This video should use specific data points to highlight the challenge including demonstrating the lack of affordable housing, the struggle to find housing based on income, and defining how missing out on critical workforce housing investment would devastate the local economy. This video should motivate the audience to take action whether that be through advocacy, funding, or volunteerism.

MAHFH will soon begin building our 30th home within a newly established partnership. This coalition is made up of KSU Architecture and Planning, MATC, Job Corp, and the Flint Hills Renewable Energy and Efficiency Cooperative. This coalition seeks to intervene in the lack of workforce housing and is working to define new approaches to high-performance, affordable housing in Manhattan and surrounding communities to attract and retain the diverse, skilled, and critical workforce for sustaining our community. Build #30 will incorporate several high-performance construction methods, including a compact but functional design; daylight, passive solar heating, and natural ventilation to reduce energy needs; a high standard of thermal insulation and airtightness; and an array of solar modules to generate energy.

We would like to launch this video in the Spring of 2022 to coincide with the dedication of our 30th home build. This would allow us to generate photo and video content throughout the duration of the construction of the home to be included in the project. This project works to connect with and activate members of the greater Manhattan community. We are seeking to further motivate and engage active participants with the organization, but also generate new interest and support from the community more broadly.

The message that we hope to portray with this project should centralize the idea that through community investment, we can make progress on the affordable housing challenge in our community. This video should earn emotional investment and motivate action. MAHFH Logos must be included and a branding guide will be provided to match colors, fonts, etc. in accordance with the Habitat for Humanity International requirements. This project should also center the messaging of Habitat being “a vision of a world where everyone has a decent place to live”.

Ultimately, with the video we would energize and mobilize 20 high dollar donors to contribute to raising a collective sum of $100,000 for MAHFH which will provide necessary support for our efforts to build workforce housing in Riley and Pottawatomie counties.