



## PARTNER TOOLKIT

**Questions? Please call or email our team:**  
954-357-9702  
[HomelessInitiativePartnership@broward.org](mailto:HomelessInitiativePartnership@broward.org)

# Table of Contents

3 Introduction

## CO-BRANDING ASSETS

5 Print Ad

7 Partner Lockups

8 Brochure

9 Video Ad

10 Social Media Tile

11 P1 Tile

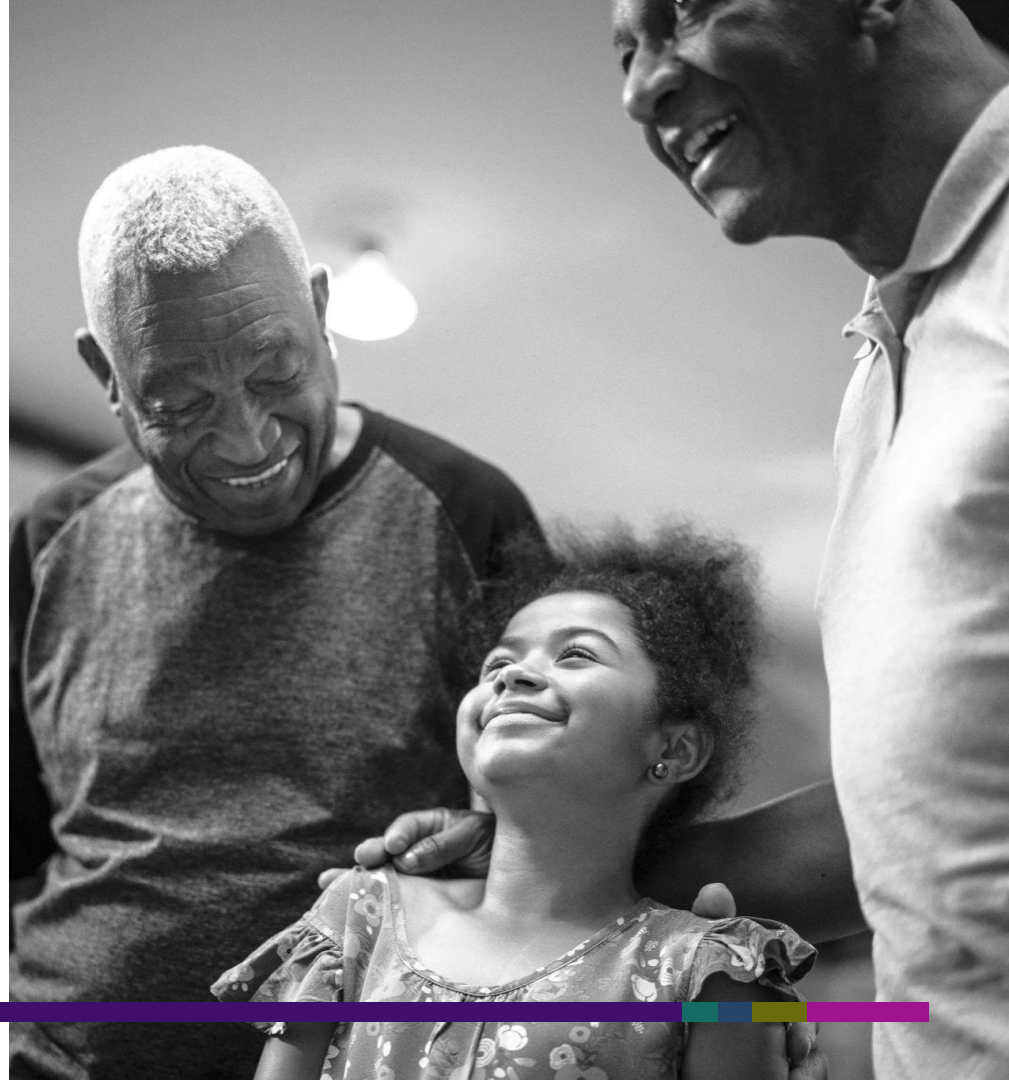
12 Website Logo/Bug

13 Website Module

14 Email

15 Microsite

16 Contact



# Introduction

Welcome to the Project HomeAgain (PHA) Partner Toolkit. Within this kit you will find guidelines and assets that enable our Broward County partners to promote and show support of Project HomeAgain.

These guidelines are intended to ensure cohesiveness across various mediums in regards to Project HomeAgain and our relationships with various County affiliates.

Please use the following assets on your brand platforms and channels when you are promoting your partnership with us.

Thank you for your continued support in this important Broward County initiative. Presenting our brands as one unified voice will help us reach our goal of providing housing for our vulnerable populations.

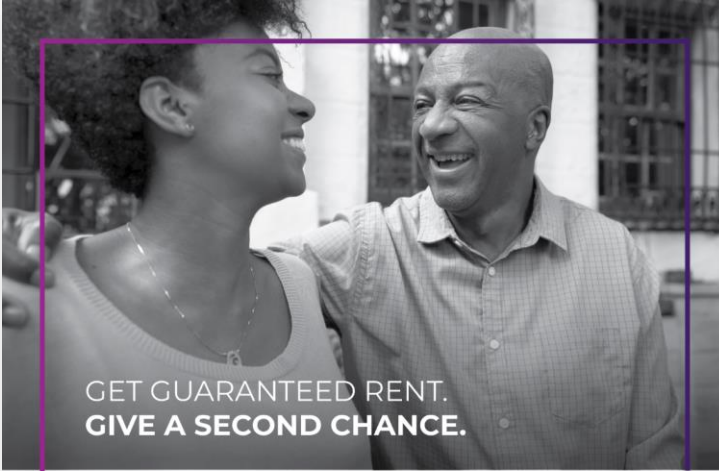


# CO-BRANDING ASSETS

# Print Ad

Each Project HomeAgain print ad includes a hero campaign image and logo along with body copy — all framed within the purple border treatment from the PHA logo. Your logo can be placed at the bottom of each ad as our supporting entity, alongside the Broward County Florida logo.


It is recommended that your logo be featured in black and white so it doesn't compete with PHA logo.




GET GUARANTEED RENT.  
GIVE A SECOND CHANCE.

Together, we can help house Broward County residents who need a place to live. Learn about this community-wide initiative at [Broward.org/ProjectHomeAgain](http://Broward.org/ProjectHomeAgain)

From Hope To Home - With Your Help



Brought to you by



YOUR LOGO HERE

## The Lockup (over white)

In order to present Project HomeAgain partners in a consistent manner, this partner logo lockup and lead-in can be used to co-brand any asset.

This lockup is intentionally designed to be in one color, with the partner logo featured alongside the Broward County Florida logo. The full-color PHA logo would be featured in priority position (as shown on the previous page).

Brought to you by



YOUR LOGO HERE

# The Lockup (over black)

Partner logo lockup versioned over black.





# Brochure

The Project HomeAgain brochure allows for longer storytelling when recruiting landlords. It includes a more in-depth explanation of the program and its benefits. This printed piece can be used as a handout at a community event, as a leave behind to complement a presentation, or in other ways you find appropriate.

Example of a Partner logo placement is shown in the lockup format on back.


**FREQUENTLY ASKED QUESTIONS**

*Will my property be subject to inspection?*  
Yes. A case manager or housing navigator will arrange a walkthrough, prior to a tenant moving in. We'll share details in advance regarding what inspectors look for and how to prepare your unit(s).

*How much rent can I charge?*  
You determine the price; however, the rent must meet HUD's rent reasonableness standards. Contact us or visit [Broward.org/ProjectHomeAgain](http://Broward.org/ProjectHomeAgain) for more details.

*Who runs Project HomeAgain?*  
We are Broward County's lead agency working to end homelessness in our community, steered by respected executives in business and public service sectors. Meet our leadership board at [Broward.org/ProjectHomeAgain](http://Broward.org/ProjectHomeAgain)

[Broward.org/ProjectHomeAgain](http://Broward.org/ProjectHomeAgain)

Brought to you by:  YOUR LOGO HERE

**PROJECT HOME AGAIN**

**REGISTER FREE NOW**  
Get guaranteed income that also gives back to your community. Partner with us to find Broward residents a place to call home.  
**Questions?**  
Reach us at 954-357-6167 or [ProjectHomeAgain@Broward.org](mailto:ProjectHomeAgain@Broward.org).

**GET GUARANTEED RENT. GIVE A SECOND CHANCE.**

**HAVE ONE OR MORE AVAILABLE UNITS? LIST THEM FREE**  
Register on our confidential tenant-led HUD multi-day listing service in less than 10 minutes. Only authorized case managers see your information. It's not shared publicly.

**MAKE YOUR NEXT RENTAL MORE REWARDING**

**Responsive Support** Our case managers stand ready to resolve any concerns through the end of your tenant's lease.

**Fast Replacements** We reduce your risk of income interruptions. If a tenant leaves early or doesn't work out, we replace them quickly.

**Exclusive Access** As a Project HomeAgain landlord, you get first dibs on pre-screened candidates, before any non-network landlords.

**GET GUARANTEED RENTAL INCOME**  
Save time and hassle charging past-due rent. Receive on-time monthly payments for a full year, along with fire, tax and security deposit upfront.

**GIVE LIFE-CHANGING HOPE**  
We house veterans, young families, individuals in recovery and others in Broward County seeking help to rebuild their lives.

I spent 6 months in the shelter, leaving due to an abusive marriage. The choice was not easy. I worked multiple odd jobs throughout the year. All the while, maintaining my son's attendance in school. I came to realize that our support was generous enough to help those in need. There really are no words to express how it feels to have a home of our own. This weight (that off of me) will get back on my feet to start a gift.  
— Shannon B., Tenant

**GET STARTED IT'S EASY**

- 1 Post your vacancies, we'll find a match.
- 2 Meet our candidates and do the walkthrough.
- 3 Approve or decline the decision in your.



# Video Ad

This campaign video was created to appeal to our audiences by tugging at their heartstrings, while also communicating the reality of the County's homeless situation. It's a call for landlords and the community at large to get involved and help make a difference.

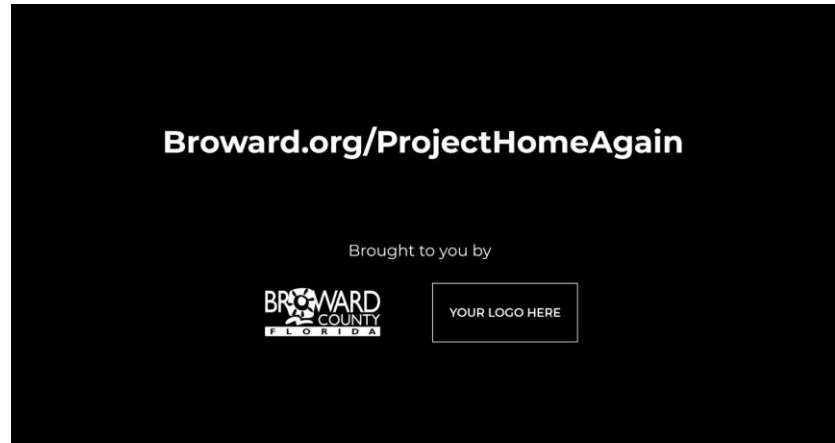
The final end card of each video includes dedicated space for your logo, as well as the PHA URL to connect to Project HomeAgain on the Broward County website.

It is recommended that you use this video in presentations, website landing pages, blogs and within social media posts when appropriate.

## VIDEO:

[PHA\\_75\\_BCPPGFLA\\_FINAL.mov](#)

[PSD Video End Card](#)



# Social Media Tile

For social media partner posts, Project HomeAgain branding is featured as the main component, supported by your logo in the bottom portion of each post. Please use this format on your social channels as needed.

Sample post copy:

We're proud to partner with Project HomeAgain to help house the homeless in our community. If you own a rental property in Broward or know someone who does, this is a great way to get guaranteed rent while giving a second chance to those in need.



# P1 Tile

P1 tiles can be used on your website, landing pages or other digital channels to help promote the program. Please note: resizing asset to meet specific site specs may be required.



# Website Logo/Bug

The Project HomeAgain logo can be added where strategic partnerships are communicated on your website as shown in the example below.

## GREATER FORT LAUDERDALE ALLIANCE FOUNDATION

The Greater Fort Lauderdale Alliance Foundation is a 501(C) 3, not-for-profit organization. It strives to create an economic climate where residents of Greater Fort Lauderdale/Broward County have access to quality opportunities, with a focus on higher paying jobs in target industries.

[LEARN MORE](#)

The logo for 'spirit' is written in a bold, lowercase, italicized sans-serif font.

# Website Module

We recommend that you include a Project HomeAgain module (similar to below example) on any page within your website that addresses any Broward County homelessness initiative. This module would link to PHA microsite within the Broward County website.



## BROWARD COUNTY'S PROJECT HOMEAGAIN



Broward County's Homelessness Initiative Partnership (HIP), in collaboration with the Broward Partnership and Starmark, launched [Project HomeAgain](#), a Landlord Recruitment Program for Broward County to assist in providing housing to individuals experiencing homelessness. Project Home Again empowers landlords with open minds and hearts to create change through practical, business-friendly solutions. The launch of Project HomeAgain was supported by (Your brand name)

[LEARN MORE](#)

# Email

When communicating via email, layouts should be similar to the Project HomeAgain ad and brochure featured in this toolkit.

Emails include a PHA campaign hero image and full-color logo (in the top header), with your logo featured at the bottom portion of the template in order to maintain a consistent brand hierarchy.





PARTNERING WITH LANDLORDS TO HOUSE BROWARD'S HOMELESS.

Our partner, Project HomeAgain, is looking for Broward landlords to help give the county's homeless a second chance at a stable life. They are offering \$1000 bonus for registering your first property. This is a great opportunity for you to make a difference in our community.

[Learn More](#)

Brought to you by



## Sample email copy:

### Subject Line:

Guaranteed rental payments for Broward landlords

### Snippet Copy:

Project HomeAgain is looking for Broward landlords

### Body Copy:

Our partner, Project HomeAgain, is looking for Broward landlords to help give the county's homeless a second chance at a stable life. They are offering \$1000 bonus for registering your first property. This is a great opportunity for you to make a difference in our community. Please reach out to us with questions or email

[ProjectHomeAgain@Broward.org](mailto:ProjectHomeAgain@Broward.org)

# MICROSITE

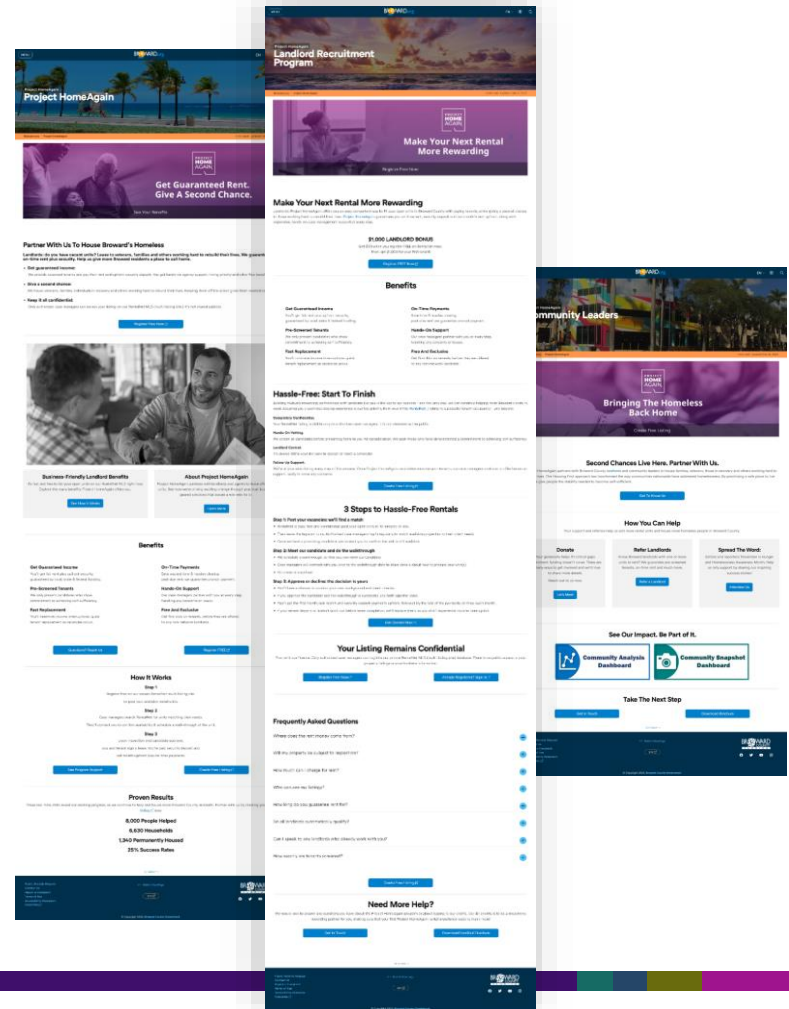
The Project HomeAgain microsite lives within the Broward County website and provides detailed program information.

Landlords are driven to this site via our marketing efforts, where they can learn more about how the program works, find answers to common questions, and ultimately register their property.

When promoting your partnership with PHA, it is recommended to direct landlords to this site for lead capture.

## WEBSITE

<https://www.broward.org/projecthomeagain/Pages/default.aspx>





# Thank You

Once again, thank you for your continued partnership.  
To access the files in this guide, [use this link](#)

For additional questions, please email us at  
[HomelessInitiativePartnership@broward.org](mailto:HomelessInitiativePartnership@broward.org)

Or phone: 954-357-9702