

2024 Member Impact Fund

Communication Toolkit

FHLB Des Moines Contact:

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On behalf of the Federal Home Loan Bank of Des Moines (FHLB Des Moines), we appreciate your support of the Member Impact Fund. Thank you for the profound impact you are making with affordable housing accessibility and community development.

We are excited to work with you to promote the Member Impact Fund award and the good work you are doing in your community. We ask that you acknowledge the FHLB Des Moines contribution and notify and provide an opportunity for FHLB Des Moines to participate in any promotions of the Member Impact Fund award.

We hope you find this communication toolkit helpful in creating and sharing the positive story.

**Objectives of Sharing the News About Your Member Impact Fund Reward**

By promoting your Member Impact Fund award you will:

* Raise awareness for your institution and the ways you support your community.
* Build greater support and partnerships with key audiences, including the media, local officials, business leaders and the general public.
* Increase the understanding of the need for affordable housing access and community development.
* Celebrate with your partners in building your community.

**Maximizing PR Exposure**

Below are some ideas as to how to share the news regarding your Member Impact Fund award.

**News release** – Send a news release to local media, including print, radio and television. Please feel free to use all or part of the sample news release, which is in this toolkit. Connect with Public Relations Manager Julie DeVader to coordinate press releases, social media and pitching stories to media outlets.

**Social media** – Social media is a great tool to highlight your award and the positive impact it will have in your community. FHLB Des Moines will be sharing award announcements on our social media platforms – and we encourage you to comment on and share our posts, as well as create your own photos and/or videos of check presentations or award recipient features and share it yourself.

Be sure to let key community stakeholders know about the news so they will like and share it to their followers too. Help your post engagement by using pictures as much as possible.

Don't forget to tag FHLB Des Moines, so we can re-post and enhance your reach. Our social media accounts are:

* Twitter: @FHLBDM
* Facebook: @Federal Home Loan Bank of Des Moines
* LinkedIn: @Federal Home Loan Bank of Des Moines

Below are some examples of social media posts to raise awareness for your award. Be sure to tag FHLB Des Moines FHLB Des Moines member partners and grant recipients.

Sample post #1 – FOR FHLB DES MOINES MEMBERS

[Partner/recipient organization] was chosen to receive a [$X] Member Impact Fund grant from FHLB Des Moines! As a member of @FHLBDM, we are proud to have supported [partner organization] to [describe how the grant funds will be used in support of affordable housing or community development].

Sample post #2 – FOR FHLB DES MOINES MEMBERS
We are honored to partner with @Federal Home Loan Bank of Des Moines in presenting a Member Impact Fund grant to [Partner/recipient organization]! This grant will [describe how the grant funds will be used in support of affordable housing or community development]. Congratulations!

Sample post #1 – FOR AWARD RECIPIENTS

[Your organization name] is proud to be a recipient of the @Federal Home Loan Bank of Des Moines Member Impact Fund Award through partnership with [Member Institution]. This award will invest [$X] into our community and support [describe use of funds or impact of award].

Sample post #2 – FOR AWARD RECIPIENTS

We are proud to announce that [your organization name] has been awarded a [$X] Member Impact Fund grant from FHLB Des Moines! We celebrate [Member Institution]’s commitment to [community name or impact/mission]. The [$X] funds will go towards [describe use of funds].

**Electronic media** – Place case studies showcasing the Member Impact Fund award impact on your public website. Please let us know if we can share the story or link to your site.

**Events** – Hold virtual or in-person events, which could include check presentations, community recognitions or corporate celebrations. Connect with your stakeholders – the many groups on whom your success depends – can help get the word out. The more you can share your grant award with different audiences, the more that people understand the important work you do in the community.

Some examples of community stakeholders include:

* Chamber of Commerce
* City/State Elected Officials
* Local Housing Organizations
* Your customers or clients

FHLB Des Moines would love the opportunity to be a part of your Member Impact Fund award celebrations. Please connect with Julie DeVader at jdevader@fhlbdm.com regarding your planned event. We will make every attempt to be involved and support your efforts.

**Paid advertising** – Consider paid advertising with other Member Impact Fund recipients in your state. The shared expense may make advertising more doable and potentially expand the reach and engagement from the advertisement. If you would like assistance coordinating amongst recipients, please contact Julie DeVader at jdevader@fhlbdm.com.

**Key Message Themes**

As you talk about FHLB Des Moines and the Member Impact Fund, consider these message themes.

* This is the second year that FHLB Des Moines offered the Member Impact Fund, which is designed for members to directly strengthen communities within targeted areas in its district.
* More than 500 awards totaling nearly $20 million have been awarded to hundreds of nonprofits and government entities within Hawaii, Montana, North Dakota, Oregon, Guam, American Samoa and the Northern Mariana Islands.
* $20,000 grants have been given to housing-related organizations in Guam, American Samoa and the Northern Mariana Islands.
* The more than 500 grants combining both member institutions and FHLB Des Moines awards range from $10,000 to $5.13 million.

**Sample content**

* With this grant, [member institution] will be able to help [partner organization] strengthen its ability to serve local affordable housing and community development needs.
* We’re excited about this total grant of [$(Member grant) + $(Member Impact Fund grant)] and how it will help advance the work being done in our community.
* The Member Impact Fund strengthens the ability of financial institutions to serve affordable housing or community development needs.
* These initiatives create significant opportunities to support affordable housing and community development initiatives.

**FHLB Des Moines Boilerplate Background**

The Federal Home Loan Bank of Des Moines is deeply committed to strengthening communities, serving 13 states and three U.S Pacific territories as a member-owned cooperative. We work together with over 1,200 member institutions to support affordable housing, economic development and community improvement.

FHLB Des Moines is one of 11 regional Banks that make up the Federal Home Loan Bank System. Members include community and commercial banks, credit unions, insurance companies, thrifts and community development financial institutions. FHLB Des Moines is wholly owned by its members and receives no taxpayer funding. For additional information about FHLB Des Moines, please visit [www.fhlbdm.com](http://www.fhlbdm.com).

**News Release**

Use the following release with media outlets upon the announcement of the Member Impact Fund grant disbursements. The goal of distributing the release to local media outlets is to raise awareness for your institution, and the housing sponsor organization you worked with, celebrate the grant received and call attention to the need for affordable housing options in your community.

Please utilize the news release version for your institution type, either *FHLB Des Moines Member* or *Non-Profit*.

**NEWS RELEASE (member version)**

**For Immediate Release**

**Contact**

[Name, Title]

[Number]

[Email]

Julie DeVader, FHLB Des Moines Public Relations Manager

515.412.2172

JDeVader@fhlbdm.com

**[MEMBER INSTITUTION] partners with Federal Home Loan Bank of Des Moines to award [$X] to [PARTNER/RECIPIENT ORGANIZATION] through the Member Impact Fund**

*Grant program supports affordable housing and community development*

(CITY, STATE) (MONTH DATE, YEAR)– [MEMBER INSTITUTION], in partnership with Federal Home Loan Bank of Des Moines (FHLB Des Moines), is pleased to announce that [PARTNER/RECIPIENT ORGANIZATION] will receive a [$X] grant from the FHLB Des Moines Member Impact Fund. This matching grant program, which was introduced in 2023, will provide nearly $20 million to eligible organizations in order to strengthen communities in targeted areas of FHLB Des Moines’ district. In 2024 FHLB Des Moines increased the Member Impact Fund by $10 million.

[QUOTE FROM MEMBER INSTITUTION]

[MEMBER INSITUTION] has been a proud sponsor of [PARTNER/RECIPIENT ORGANIZATION] since [YEAR]. Together, they have been dedicated to affordable housing and community development initiatives.

[PARTNER/RECIPIENT ORGANIZATION DESCRIPTION/USE OF GRANT FUNDS]

[QUOTE FROM PARTNER/RECIPIENT ORGANIZATION]

FHLB Des Moines provides funding solutions and liquidity to more than 1,200 members to support mortgage lending, economic development and affordable housing in the communities they serve. The Member Impact Fund provides $3 for every $1 of an eligible FHLB Des Moines member's grant donation to strengthen the ability of not-for-profits or government entities to serve the affordable housing or community development needs of their communities. The Member Impact Fund awards are given in partnership with member financial institutions to communities in their districts to become more vibrant places to live and work.

The Member Impact Fund is part of FHLB Des Moines’ ongoing mission to offer a variety of funding options through its members to support affordable housing and community development needs. Kris Williams, President and CEO of FHLB Des Moines, shares, “We are thrilled to see grants from our Member Impact Fund having a direct, positive impact on the communities in which our members help advance affordable housing and community development needs in a meaningful way.”

The Member Impact Fund matching program is available to organizations located in Hawaii, Montana, North Dakota, Oregon, Guam, American Samoa and the Northern Mariana Islands. Member institutions in these locations submitted applications in February and March 2024; funds were distributed directly to the member institution, which then provide the funding alongside a matching grant from FHLB Des Moines for the partner/recipient organization.

Recipient organizations were selected based on the needs for grant funding to support capacity-building or working capital necessary to strengthen their ability to serve affordable housing or community development needs, including training, predevelopment assistance, management information systems or software, strategic planning, market study or community needs assessment, and working capital.

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**About Federal Home Loan Bank of Des Moines**

The Federal Home Loan Bank of Des Moines is deeply committed to strengthening communities, serving 13 states and three U.S Pacific territories as a member-owned cooperative. We work together with over 1,200 member institutions to support affordable housing, economic development and community improvement.

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**NEWS RELEASE (nonprofit version)**

**For Immediate Release**

**Contact**

[Name, Title]

[Number]

[Email]

Julie DeVader, FHLB Des Moines Public Relations Manager

515.412.2172

JDeVader@fhlbdm.com

**[PARTNER/RECIPIENT ORGAIZATION] receives [$X] grant from Federal Home Loan Bank of Des Moines and [MEMBER FINANCIAL ORGANIZATION] through the Member Impact Fund**

*Grant program supports affordable housing and community development*

(CITY, STATE) (MONTH DATE, YEAR)– [PARTNER/RECIPIENT ORGANIZATION] is pleased to announce that [MEMBER INSTITUTION] and the Federal Home Loan Bank of Des Moines (FHLB Des Moines) have rewarded them a [$X] grant from the FHLB Des Moines Member Impact Fund. This matching grant program, which was introduced in 2023, provides nearly $20 million to eligible organizations in order to strengthen communities in targeted areas of the FHLB Des Moines district. In 2024 FHLB Des Moines increased the Member Impact Fund by $10 million.

[QUOTE FROM PARTNER/RECIPIENT ORGANIZATION]

[PARTNER/RECIPIENT ORGANIZATION DESCRIPTION/USE OF GRANT FUNDS]

[QUOTE FROM MEMBER INSTITUTION]

FHLB Des Moines provides funding solutions and liquidity to more than 1,200 members to support mortgage lending, economic development and affordable housing in the communities they serve. The Member Impact Fund provides $3 for every $1 of an eligible FHLB Des Moines member's grant donation to strengthen the ability of not-for-profits or government entities to serve the affordable housing or community development needs of their communities. The Member Impact Fund awards are given in partnership with member financial institutions to communities in their district to become more vibrant places to live and work.

The Member Impact Fund is just one-way FHLB Des Moines enables our members to connect directly with local organizations who matter to them, creating value and a lasting impact in their own communities,” said Kris Williams, president and CEO of FHLB Des Moines. “The commitment of members like [MEMBER INSTITUTION], and their connections to organizations like [PARTNER/RECIPIENT ORGANIZATION], help advance the positive work being done in its community.”

The Member Impact Fund matching program is available to organizations located in Hawaii, Montana, North Dakota, Oregon, Guam, American Samoa and the Northern Mariana Islands. Member institutions in these locations submitted applications in February and March 2024; funds were distributed directly to the member institution, which then provide the funding alongside a matching grant from FHLB Des Moines for the partner/recipient organization.

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