HomeLink Marketing and Media Campaign:
To Increase Homeownership Rates for People of Color on the East Side of St. Paul

Project Summary Report

Conducted on behalf of HomeLink, a project of
The East Side Neighborhood Development Company
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Executive Project Summary:

The following project summary entails the process and evolution of HomeLink's Marketing and Media Campaign, whose primary purpose is to increase homeownership rates for people of color on the East Side of St. Paul, Minnesota. HomeLink's Marketing Plan, designed in 1999, held marketing goal to increase the number and diversity of people that attend HomeLink seminars. As well as the goal to increase the number of participants attending the workshops prior to having a purchase agreement.

The design of the HomeLink Marketing Plan was drawn from the 50/30 Housing Research Initiative Final Report (Mgeni, & Myers, 1999). HomeLink is a non-profit organization of the East Side Neighborhood Development Company, Inc. HomeLink provides free educational workshops, resources and counseling surrounding the complex process and responsibilities of becoming a homeowner. The Ramsey County HomeLink specializes in Homebuyer Education in the Hmong language with a Hmong speaking Educator/Counselor who provides both services and translation for HomeLink.

This Project Summary illuminates highlighted aspects of the steps taken to craft and implement the immediate needs of HomeLink's Marketing and Media Campaign. I define the process I employed while developing community contacts, multi-media communications efforts and the development of the HomeLink Marketing PR Database. I also detail major points in the development of the HomeLink Marketing and Media Portfolio. (The entire HomeLink Marketing and Media Portfolio is included in the appendix for further reference.) I designed various levels of community communications
with HomeLink employing client success stories, community and business fliers, workshop confirmations, and multi-media efforts. And finally, I include future recommendations for the stabilization, maintenance and advancement of the HomeLink Marketing and Media Campaign. The final product of the includes the development of media and marketing systems, including documentation, samples, and training to promote homeownership outreach to people of color on the East Side and promotion of HomeLink's services.

**Beginning Efforts With HomeLink:**

I started with HomeLink by submerging myself into HomeLink's materials and client process; I talked with HomeLink staff to gather detailed information and asked follow-up questions, I attended a HomeLink workshop to familiarize myself with the course content and studied the workshop materials, and I also talked with HomeLink clients to acquaint myself with the diversity found in the populations HomeLink serves. Researching the 50/30 Report facilitated the generation of my notes and strategies to launch the project and to clearly define my workplan goals. I searched the Internet for additional homeowner resources and generated a staff/client Homeowner Web Resource List (see appendix) with my findings. While involving myself in many levels of multi-media information, I kept in mind the goals outlined in HomeLink's Marketing Plan. From this, I was able to design systems to promote HomeLink's programs and services to people of color with a specific focus on the Hmong community. I quickly learned that it can be easy to visualize a large marketing and media system that would take monumental resources to maintain. Hence, there will be areas where the vision of the project was
re-evaluated to adjust the marketing and media system for the level of resources available both financially and in human resources at the organization. The design of the promotional materials and community contacts targeted were guided by my experiential research for this project.

**Summary of the 50/30 Report:**

The 50/30 Report holds that Minnesota has the largest percentage of homeownership in the United States. It also maintains that Minnesota has the lowest percentage of people of color homeownership in the United States (Davis, 1999). The purpose of the 50/30 Report was to first understand the disparity of people of color who are homeowners; and second to report on the work being done to counteract this disparity. The outcome goal of the project was to detail the "factors necessary to increase the percentage of 30 year-old, employed, heads of households in communities of color who are purchasing their homes, to 50 percent within the next 12 years" (Mgeni, & Myers, 1999). Extensive recommendations for affirmative action are outlined in the 50/30 Report.

**HomeLink Marketing Plan:**

**Marketing Goals:**
- To increase the number and diversity of people that attend HomeLink seminars.
- To increase the number of people that attend Home Link seminars prior to having a purchase agreement.

**Strategies:**
- **Media:** Effectively use newspaper (local, Pioneer Press and Star/Tribune), radio, and TV to market the program.
- Advertise in Hmong papers and have programs on Hmong TV and radio programs.
- Get stories and advertise in the East Side Review, Spokesman, and other local papers.
• **Hmong Video:** Four-part, one-hour video on homeownership. Anticipated completion date of June 1.

**Word of mouth:** Encourage current participants to tell others about the program.

**Realtors:** Make agents (especially those most active in the neighborhood) aware of and supportive of home ownership counseling. We must convince them that informed home buyers are better clients.
- Identify ten to fifteen key agents to work with to make them advocates of Home Link.
- Keep the broader group of agents informed through periodic mailings to brokerage firms in our neighborhoods (Burnet, Edina, small mom and pop shops, etc.)

**Introduction to Homeownership:** Develop a two-hour session to be used with special target groups – Achievement Plus schools, congregations – to inform and motivate participation in the full-fledge HomeLink seminars.

**Grassroots Efforts:** Through each of our individual organizations that make up HomeLink, aggressively market the seminars to the people that we work with on a daily basis. Each of the partner organizations will do this in their own way. Some of the potential strategies include:
- **50/30 Campaign:** Develop targeted outreach strategies – churches, realtors, and organizations of color – to promote increased participation of people of color in HomeLink seminars.
- Door-to-door canvassing at apartment buildings and co-ops. Working through co-ops to encourage their members to consider home ownership and attending HomeLink seminars.
- Providing information to congregations and attending worship services and meetings to encourage members to buy a home in our neighborhoods and to attend HomeLink.
- Identify employers in our neighborhoods who will give HomeLink information to their employees.

**HomeLink Marketing PR Database:**

With the marketing goal of increasing attendance and diversity at HomeLink workshops in mind, I set out to expand the level of community awareness on HomeLink services. I organized a target list of 800 organizations, businesses, churches, schools and realtors to contact for the design of HomeLink's Marketing PR Database. The Hmong homebuyer education is central to this office so I designed the database to include a Hmong
identified field to target HomeLink's Hmong speaking workshops and for distribution of Hmong literature. I developed a database system that could be utilized with both the Microsoft Access and Microsoft Word Programs. I utilized the First Call for Help Directory, Hmong Directory, and the People of Color Non-Profit Directory to organize the targets for the HomeLink Marketing PR Database. From this research I identified 800 targets to develop contacts and word-of-mouth advertising for HomeLink. Because there are only two staff that maintain this HomeLink office, the amount of free human resources is scarce. The office would not have the ability to maintain a large database for their mailings and advertisements. I prioritized 300 of the 800 targets to include in the HomeLink Marketing PR Database. I left behind a "HomeLink targeted contacts file" with the remaining 500 targets that could be utilized for future advancements of the HomeLink Marketing PR Database. After researching and compiling targets, I contacted and secured 300 community contacts to reach the database goals.

I authored a phone script (see appendix) to employ as I phoned each target for a contact name and obtain miscellaneous information to complete the database. I found it interesting as I phoned the community contacts, I frequently found the person on the other end of the phone asking me further information about HomeLink's workshops, services and requesting that information be mailed to them personally. The word-of-mouth phenomenon was already taking place in my beginning efforts! I took the media list from zero to 300 contacts that would increase the number and diversity of people that attend HomeLink workshops. I distinguished ten "fields" of information that HomeLink could select from including targeted reports, mailings, and announcements. The fields of
information included were Hmong Churches and Community Organizations, Hmong Banks and Lenders, Hmong Media, Hmong Realtors, Community Organizations, Realtors, Churches, Banks and Lenders, Media, and Miscellaneous Contacts. So that people working with the database after me would be able continue the database work, I developed a final Marketing and Public Relations Report with the contacts' information and the instructions for how to add to and work with the database. I also developed a system for the staff to easily use the HomeLink Marketing PR Database, which included text instructions with printed screen imaging to facilitate staff's use of the database program (an example of contact selections from the HomeLink contacts table is included in the appendix). The database was originally designed on the Microsoft Access Program. Because the staff at HomeLink were not familiar with the Access programming and were more familiar and comfortable employing Microsoft Word, I merged the Access document onto a Word document, the HomeLink Contacts Table, that would be more user-friendly. Here the staff would be able to utilize mail merge programming, which would be more compatible with HomeLink's database needs. I arranged documents that were already mail merged, prepared and ready to print in documents for address labels, contacts (with name, phone number and fax number), and form letters. The staff will be able to quickly utilize these prepared documents for bulk mailings, targeted mailings, and special notices for HomeLink's workshops.

**HomeLink Marketing and Media Portfolio System:**

When looking at HomeLink's marketing materials, I kept in mind the goals outlined in the *HomeLink Marketing Plan*. To meet the marketing goals to increase both the diversity of
workshop participants and the number of those participants who attend the workshops before a purchase agreement, I set out to develop outreach strategies to promote HomeLink to target schools, businesses, churches, realtors, and organizations of color. I generated a comprehensive list of churches, realtors and organizations of color to target with contextual media communications with the HomeLink Marketing PR Database. I designed a general brochure for community outreach and many diverse fliers to select from, given the type of outreach need and population to encourage the community to consider homeownership and attending HomeLink's workshops. I designed a Community Flier (see appendix) to be distributed through grassroots efforts to increase community awareness; this particular flier would be utilized for "car drops," where HomeLink staff distributes fliers on cars in targeted community parking lots. I developed a HomeLink Grocery Store Flier (see appendix) that was specifically designed to target local markets and stores. The document was designed to have tear-off numbers (see appendix) that have HomeLink's number and email for easy consumer access to HomeLink. I developed both the Key to Door Flier, Gift Flier, Steps Flier, Business Advertisement, and the Business Two Flier for varied representations of HomeLink's workshops for targeted outreach efforts (see appendix). Along with the HomeLink workshops every month, there are monthly workshop confirmations the staff mail to the workshop participants who have registered. I designed multiple options for informational workshop registration confirmations that are mailed to those who have pre-registered for the workshop. The HomeLink staff requested this document in many formats (see appendix) to choose from each month for the workshop confirmation mailings. Some of the workshop confirmations are formatted to use decorative paper and the Clipart Workshop
Confirmation Template can be updated with various clipart of choice from the Clipart Templates designed (see appendix). I also developed a Email Workshop Confirmation for those who registered via email (see appendix). The document is formatted in color and to be compatible as an attachment to an email from HomeLink. I worked with Zer, HomeLink's Hmong Educator/Counselor, to design a workshop confirmation in the Hmong language and I also designed a Hmong Brochure to distribute to the Hmong contacts. (The brochure is currently being translated and completed by Zer at HomeLink.) I then created maps to include with the workshop confirmations to assure that the participant can locate the workshop easily (see appendix). I designed a Follow-up Counseling Notice that is utilized when a client completes the workshops and has a scheduled Counseling session with a HomeLink staff (see appendix). I also included flier templates and selected clipart that displayed HomeLink's goal and purpose for new fliers and notices developed in the future. HomeLink staff was given instruction on how to use the system with an outline of the portfolio components (see appendix).

I transformed the pieces of my media development research and work into the HomeLink Marketing and Media Portfolio System. Some of the works in the portfolio are discussed in further detail in the project summary, such as Multi-Media and Communications and Client Success Stories. The HomeLink Marketing and Media Portfolio System consists of; "how to" instructions for each section and item in the portfolio, an original white copy of the item for quick photocopies that is protected in a clear plastic sleeve, and the location and program for each file with on both a master disk a:/ and the c:/ drive files.
Multi-Media and Communications:

For the aspect of communication and media programs I researched several news publications and community resources to select target media that would effectively market HomeLink’s programs. I designed both a HomeLink Communications List and a Hmong Communications List that included television, radio, and newspaper advertising data and opportunities (see appendix). Along with the communication lists, I included a Communications Schedule (see appendix) to meet advertising deadlines on an easy to use schedule (see appendix). I authored a HomeLink Workshop Announcement for television and radio broadcasts (see appendix). I also designed a similar Newsletter Announcement for newsletters and community calendars (see appendix). I designed a HomeLink fax coversheet to utilize when faxing monthly announcements to the media outreach targets (see appendix).

Client Success Story:

Client success stories are vast innovative opportunities to spread the word on the benefits that a HomeLink workshop can bring to participants. I designed a Client Success Story system that would allow the staff at HomeLink to identify future "community advocates" and client success stories (see appendix). The success stories could be employed to write a story to use on several levels with the HomeLink and Hmong Communications Lists and other identified media resources. The client success stories can be used for quotes on fliers, to run as a story in a paper or newsletter or even to be read on radio or television shows. The worksheet that was developed serves three-fold; first, it identifies a future "community advocate", second, it identifies a client success story to share and third, it
serves as both a reminder of HomeLink's services and encouragement to share the benefits of HomeLink by word-of-mouth.

The client success story was developed for participants to be encouraged to share their personal stories of homeownership success with the community. The workshop participants receive a certificate upon completion of the Homeowner Education Workshops. With the certificate they are given the worksheet to take home with them. Participants are encouraged to be HomeLink "Community Advocates" by getting the word out to co-workers, friends, family and other community circles. When the client has reached their goals of homeownership success, they are free to share their story with HomeLink by mailing, faxing or emailing their story. When the story is sent to HomeLink's staff, they are acknowledging that they are giving HomeLink permission to utilize their story in various media efforts.

**Conclusion and Recommendations:**

The final marketing and media product for HomeLink consists of launching several marketing projects that are to be maintained throughout the year by HomeLink's staff and interns. In sum, the final outcomes of the HomeLink Marketing and Media Campaign are systems for promotion of HomeLink programs and services to people of color; that include community contacts, promotional materials, and the documentation of systems and training for staff to use and these maintain systems.
From all the research and production of resources on the HomeLink project, future recommendations are provided for further development and maintenance of HomeLink's Marketing and Media Campaign efforts. I first advise to keep the marketing and media files organized and database updated as HomeLink's work progresses. By updating the multi-media information and communications contacts with current information, the database will continue to facilitate increased community awareness about HomeLink's services. Utilizing HomeLink's Communication Contact Lists in marketing and media efforts throughout the year while maintaining and updating new information will benefit the advancement of HomeLink's community awareness. The HomeLink Marketing PR Database could also be updated and added to, as more resources are available to HomeLink. I prioritized 300 of the 800 targets that were included in the database. I left a file with the remaining 500 targets that could be utilized for future advancements of the HomeLink Marketing PR Database. The phone script would be useful for a volunteer, intern or new staff to call and secure new contacts for HomeLink. The maintenance and expansion of these marketing systems are crucial to the advancement of community relations in communities of color for HomeLink.

The Client Success Story system was designed to increase amount of client success story opportunities, and to encourage clients' to share their story with employers, organizational contacts, and friends. Utilizing the participation of these "community advocates" through client success stories at workshops and to increase word-of-mouth interaction with HomeLink is pivotal to the advancement of HomeLink's workshops. To advance the use of client success stories and community advocacy, I recommend having
clients present their story through informational meetings at their organization, work, or affiliation along with HomeLink staff to inform the community on the services HomeLink has to offer.

A final recommendation would be to target the Hmong Community during the four major Hmong Festivals throughout the year while utilizing the *Hmong Communications List*. By having an appearance at the Festivals the opportunity for increasing Hmong workshop participation is limitless. The four major Hmong Festivals are the Minnesota Hmong Annual Sports Tournament (Fourth of July), the Lao-Hmong National Festival of Wisconsin (Labor day), the Hmong New Year Festival (Thanksgiving weekend), and the Hmong New Year Festival (December). Because there is an increased distribution of Hmong newspapers and cultural programming during the festivals, another suggestion is to place special advertisements, stories and culturally specific information about HomeLink's Hmong workshops and services in the Hmong newspapers, and multi-media during the festivals. If this recommendation is implemented, I suggest that these events and dates be added to the *Communications Contacts Schedule*. The four major Hmong Festivals are important events to keep in mind while working towards HomeLink's goal to increase the people of color who attend their workshops and become homeowners on the East Side of St. Paul. In sum, I would like to add that any of the English fliers that have been designed for HomeLink may also be translated into Hmong for further development of the Hmong specific media.
Works Cited:


http://freenet.msp.mn.us/org/npcr
Appendix A:

HomeLink Marketing & Media Portfolio System
HomeLink
Marketing & Media
Portfolio System
HomeLink Marketing & Media Portfolio System

What you will find in the HomeLink Portfolio:

• How to instructions for each section of the portfolio.
• An original white copy of the item for quick photocopies that is protected in the clear plastic sleeve. You can either take it out of the plastic sleeve to copy or the document can be copied while inside the plastic sleeve.
• Location & program for each file with on both a master disk a:/ and the c:/ drive files.

REMINDERS:

• If you design a new document on the c:/drive, back up the file on a disk in the a:/drive and put a copy of the document in the portfolio for future use and reference.
• If you change or revise a document on the c:/drive, don’t forget to back the file up on the corresponding a:/drive and to place a new original copy in the portfolio plastic sleeve.

a:/disk11/portfolio system
c:/Homelink/media2000/word/portfolio system
HomeLink Brochure

Program: Microsoft Publisher
a:/disk 4/ homelink brochure
c:/Homelink/Media2000/publisher/homelink brochure/

✓ Change workshop dates as needed.
  ✓ Replace original copy in portfolio with new dates and information on it.
  • All modifications to a document need to be backed up on the corresponding
    a:/disk AND a new original copy of the document placed in the plastic sleeve.
Insert HomeLink Brochure page one.
Insert HomeLink Brochure page two.
**HomeLink Community Flier**

Program: Microsoft Publisher
a:/disk 4/ community flier/
c://Homelink/Media2000/ Publisher/community flier/

- ✓ To be used for community notices, parking lot car drops, and other community based efforts to notify the community about the next upcoming workshop.
- ✓ Change workshop dates as needed. You may need to resize the font to fit in the text box.
- ✓ Replace original copy in portfolio with new dates and information on it.

- **All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.**
Insert HomeLink Community Flier.
**HomeLink Client Success Story Flier & Interview**

- There are two pages to this document; both pages are within two different documents listed below.

Program: Microsoft Word  
`a:/ disk 7/Client Success Story`  
`c:/Homelink/Media2000/word/Client Success Story/`  
**AND**  
`a:/ disk 7/Client page two/`  
`c:/Homelink/Media2000/word/Client page two/`  

- To be used for clients after they have attended HomeLink's workshop. Give this information to the client with their workshop certificate. They will bring the information home with them and respond to the interview if they have a success story to share. They are to fax or mail the interview form to HomeLink and staff can utilize these stories for various multi-media efforts [i.e. Article in newspaper, press release to be read on radio or TV contacts, or special advertisement with quotes from the interview.]

- **All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.**
Insert HomeLink Client Success Story Flier page one.
Insert HomeLink Client Success Story Flier page two.
HomeLink Grocery Store Flier [with tear off numbers]

Program: Microsoft Publisher
a:/ disk 7/ grocery store
c:/Homelink/Media2000/ Publisher/grocery store/
AND
Program: Microsoft word
a:/ disk 7/ tear off numbers/
c:/Homelink/Media2000/ word/tear off numbers/

✓ There are two pages to this document; both pages are within two different documents listed above. You will need to tape the documents onto a longer sheet of paper for photocopying.

• All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Insert HomeLink Grocery Store Flier.
Tear off numbers for fliers

Program: Microsoft word
a:/ disk 7/ tear off numbers/
c:/Homelink/ Media2000/ word/ tear off numbers/

✓ You can use this document to add tear off numbers to any flier you want to post. You will need to tape the documents onto a longer sheet of paper for photocopying.

✓ All modifications to a document need to be backed up on the corresponding a:/ disk AND a new original copy of the document placed in the plastic sleeve.
Call HomeLink @ 651-771-1152 ext. 24
or email Rwiliams@esndc.org
Key to Door Filer

Program: Microsoft Publisher
a:/ disk 10/key
c:/Homelink/Media2000/ Publisher/Key
AND
Program: Microsoft word
a:/ disk 7/ tear off numbers/
c:/Homelink/Media2000/ word/tear off numbers/

✓ You can use this document as a flier itself or attach the tear off numbers noted above. You will need to tape the documents onto a longer sheet of paper for photocopying.

• All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Insert Key to Door Filer.
Gift Filer

Program: Microsoft Publisher
a:/ disk 10/gift
c:/Homelink/Media2000/ Publisher/Gift
AND
Program: Microsoft word
a:/ disk 7/ tear off numbers/
c:/Homelink/Media2000/ word/tear off numbers/

✓ You can use this document as a flier itself or attach the tear off numbers noted above. You will need to tape the documents onto a longer sheet of paper for photocopying.

✓ All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
Insert Gift Filer.
Steps Filer

Program: Microsoft Publisher  
a:/ disk 6/steps  
c:/Homelink/Media2000/ Publisher/steps  
AND
Program: Microsoft word  
a:/ disk 7/ tear off numbers/  
c:/Homelink/Media2000/ word/tear off numbers/  

✓ You can use this document as a flier itself or attach the tear off numbers noted above. You will need to tape the documents onto a longer sheet of paper for photocopying.  
▪ All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Insert Steps Filer.
HomeLink Business Advertisement

Program: Microsoft Publisher
a:/ disk 8/ Business Advertisement
c:/Homelink/Media2000/ Publisher/ Business Advertisement

✓ To be used for businesses and targeted organizations for bold advertising.

• All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Insert HomeLink Business Advertisement.
HomeLink Business Two

Program: Microsoft Publisher
a:/ disk 7/ Business two
c:/Homelink/Media2000/ Publisher/ Business two

✓ To be used for businesses and targeted organizations for bold advertising.

• All modifications to a document need to be backed up on the corresponding a:/disk   AND a new original copy of the document placed in the plastic sleeve.
Insert HomeLink Business Two.
HomeLink Plain Workshop Confirmation

Program: Microsoft Word
a:/ disk 9/Plain Workshop Confirmation /
Rita c:/Homelink/Media2000/word/ Plain Workshop Confirmation /

• To be used with colored paper or paper with a lighter pattern on it.

• All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Insert HomeLink Plain Workshop Confirmation.
HomeLink Bottomborder Workshop Confirmation

Program: Microsoft Word
a:/ disk 9/ Bottomborder Workshop Confirmation /
c:/Homelink/Media2000/word/Bottomborder Workshop Confirmation /

✓ Formatted to be used with paper that has a border along the bottom of the page.
✓ see the example with the houses along the bottom border.

• All modifications to a document need to be backed up on the corresponding
  a:/disk   AND a new original copy of the document placed in the plastic sleeve.
Insert HomeLink Bottomborder Workshop Confirmation.
HomeLink Clipart Workshop Confirmation

Program: Microsoft Word
a:/ disk 8/ clipart Workshop Confirmation /
c:/Homelink/Media2000/ word/Cilpart Workshop Confirmation /

✓ Formatted to cut and paste different clip art onto the page.
✓ You can add any clip art of choice from the files. You will need to resize the picture to fit the format of the flier.

• All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Insert HomeLink Clipart Workshop Confirmation.
Sideborder Workshop Confirmation

Program: Microsoft Word
a:/ disk 1/Sideborder Workshop Confirmation
c:/Homelink/Media2000/word/ Sideborder Workshop Confirmation

✓ To be used with special graphic paper, such as the July mailing that was sent out for example.
✓ This template is formatted for a picture on the left side of the paper.
   ✓ The spacing can be changed to format another type of paper.

• All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Insert Sideborder Workshop Confirmation.
Back to School Confirmation

Program: Microsoft Word
a:/ disk 1/ word/ back to school
c:/Homelink/Media2000/word/ back to school

✓ To be used with special graphic paper, such as the back to school mailing that was sent out for example.
✓ This template is formatted for a border around paper.
   ✓ The spacing can be changed to format another type of paper.

• All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
Insert Back to School Confirmation.
House Workshop Confirmation

Program: Microsoft Word
a:/ disk 9/house Workshop Confirmation /
Rita c:/Homelink/Media2000/word/ house Workshop Confirmation /

• To be used with colored paper.

• All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
Insert House Workshop Confirmation.
Email Workshop Registration Confirmation

Program: Microsoft Word
a:/disk 6/ Email Workshop Confirmation /
c:/Homelink/Media2000/word/ Email Workshop Confirmation /

• To be emailed to workshop participants who leave an email registration or have emailed their registration to Rita.
• The document is in color and in Times Roman Font for easy compatibility across different computer programs.
• Send the document as an attachment.

• All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Insert Email Workshop Confirmation.
Hmong Workshop Registration Confirmation [in hmong]

Program: Microsoft Word
a:/ Hmong Workshop Confirmation
c:/Homelink/Media2000/ word/Hmong Workshop Confirmation /

• This document has been translated to Hmong.

• All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Insert Hmong Workshop Confirmation.
HomeLink Fax Cover Sheet

Program: Microsoft Word
a:/disk 2/ Fax Cover Sheet /
c:/Homelink/Media2000/word/ Fax Cover Sheet /

• You can either type in your information into the computer template to print out, or use the form to write your information on the fax.

• All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Insert HomeLink Fax Cover Sheet.
HomeLink Follow-up Counseling Notice

Program: Microsoft Word
a:/ disk 2/Counseling Follow-up
c:/Homelink/Media2000/ word/Counseling Follow-up

- All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
Insert HomeLink Follow-up Counseling Notice.
Hmong Communications Contacts

Program: Microsoft Word
a:/disk 1/ Hmong Communications Contacts
c:/Homelink/Media2000/ word/Hmong Communications Contacts

- Information for advertising in local publications in the Hmong community.
- If new data, contacts, or information is acquired, update the list with the information and back it up.
- See files for more detailed information also.

- All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
Hmong Communications Contacts
PR List and Information

Directory

Hmong Directory of Residences, Businesses and Organizations
L & W Communications
383 University Ave.
St. Paul, MN 55103

Contact: Steve Wetzler; Business Manager
Phone: 612-224-9395
1-888-229-9577
Fax: 612-228-9049
Email: cheu@hmongtimes.com
Web site: www.hmongtimes.com

Advertisement Information:
SEE Media Kit in file for detailed price range and advertising information.
Advertising Price Range: $7.50 and Up
History: HomeLink has had an ad run two years ago in the Directory.

Newspapers

Hmong Times
L & W Communications
383 University Ave.
St. Paul, MN 55103

Contact: Same company as Directory
Steve Wetzler; Business Manager
Phone: 612-224-9395
1-888-229-9577
Fax: 612-228-9049
Email: cheu@hmongtimes.com
Web site: www.hmongtimes.com

Advertisement Information:
SEE Media Kit in file for detailed price range and advertising information.
Advertising Price Range: $25.00 and Up
SEE discount coupon in file for 20% off
Frequency ad discounts from 5% to 40% for contracts running from 2 to 24 issues.
Asian American Press  
417 University Ave.  
St. Paul, MN 55103  
651-224-7032  
fax: 651-224-7032  
Email: aapress@aapress.com

Contact:

Advertising Information:  
Community Calendar is free, fax in announcement monthly.

Hmong Tribune  
P.O. Box 600249  
St. Paul, MN 55106  
Contact: Steve Tao  
home: 651-774-3130

Advertising Information:  
Published monthly.  
To print ad in bulletin board there is a print donation of $35.00 to $40.00.

Radio Stations

Hmong American Reachout Radio  
1808 Riverside Ave.  
Minneapolis, MN 55454  
612-341-3144 ext. 843#  
fax: 612-341-4282  
ON: Thursday @ 8:30 to 10:30 p.m.  
Fresh KFAI 90.3 FM

Advertising Information:

Status: left three messages 7/10, 7/12, 7/17 & 7/18.
Hmong Wameng Radio
Xao Vang, Director
P.O. Box 7621
Minneapolis, MN 55407
612-721-1681
Fax: 612-721-2752

ON: Tuesday @ 8:30 to 10:30 p.m.
   Fresh KFAI 90.3 FM

Advertising Information:
Fax our announcement to be read on the radio show.

Hmong Peem Tsheej Radio 740
651-290-0878 or
Hmong Union 651-290-0879 # not in service
   ? is it the same as: SUB HMOOB TSHAJ TXUJ ???

SUB HMOOB TSHAJ TXUJ
Charles Vue, Director
811 University Ave.
St. Paul, MN 55104
651-290-9800: disconnected number
fax: 651-290-0056
ON: Sunday @ 9:30 –10:30 a.m.
   WMIN 740 AM
Advertising Information:
Status:
Not listed but may still be on air? Need to f/u.

Message of the Heart Radio
Daily Broadcasts from 7:00 p.m. to 9:00 p.m.
On FM 2 Radio [to purchase FM2 radio contact: Gao Ying Yang 651-221-0199]
Contact: Dang Lor
651-224-9395
or 612-327-3425

Advertisement Information:
Announcements cost $35.00 in order to support programming and materials for broadcasting.
See advertising policies in folder for the Hmong Times.
Television Stations

KEV KOOM SIAB / SPNN
The Minnesota TeleCenter
214 East Fourth Street
St. Paul, MN 55101
651-298-8905
fax: 651-298-8414
ON: Wednesday @ 8:30 – 9:00 p.m.
   Friday @ 5:30 - 6:30 p.m.
   Channel 17
Contact: Steve Tao
home: 651-774-3130
[Also contact for Hmong tribune]

Advertising Information:
Fax in the announcement and it will be read on the show each
With the monthly fax put Attention To: Steve Tao
HomeLink Communications Contacts

Program: Microsoft Word
a:/disk 2/ HomeLink Communications Contacts
c:/Homelink/Media2000/ word/HomeLink Communications Contacts

• Information for advertising in local publications in the community.
• If new data, contacts, or information is acquired, update the list with the information and back it up.
• See files for more detailed information also.

• All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
HomeLink Communications Contacts
PR List and Information

Newspapers & Publications

**District 5 Newsletter**
1041 Payne Ave.
St. Paul, MN 55101
651-774-5234
fax: 651-774-4745
Contact: Roxi

*Advertisement Information:*
No cost
Send in monthly announcement by the 14th of the month.

**East Side Review**
Lillie Suburban Newspapers, Inc.
2515 E 7th St.
St. Paul, MN 55109
651-748-7825
fax: 651-777-8288
Contact: Scott Nichols; News Editor in the News Department

*Advertisement Information:*
Fax in announcement in paragraph form to him to include in the bulletin board.
The deadline is the Wednesday noon for the following week's paper. A week or two in
advance is the best option.
See file for advertisement prices. [advertising # 651-748-7888].

**St. Paul Pioneer Press**
St. Paul, MN 55
651-767-8770
fax: 651-
www.pioneerplanet.com
Contact: Herbert Crawford

*Advertisement Information:*
A range of prices; see PRESS FOLDER for complete listing.
**District 1 News**
Conway Recreation Center 2090
Conway St. Room 126
St. Paul, MN 55119
651-292-7828
Fax: 651-2927829
Contact: Rebecca Cross; Editor

**Advertisement Information:**
No cost. Send in monthly announcement and information for the Community Calendar attention to: Rebecca Cross.
HomeLink Communications Contact Schedule

Program: Microsoft Word
a:/ disk 1/Communications Contact Schedule
c:/Homelink/Media2000/ word/Communications Contact Schedule

- There are extras printed out in the file folder for monthly use.
- To be used for a check off list when faxing the announcements into the communications’ contacts.
- Can be placed on the bulletin board or directly in the calendar as a reminder each month.

- All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
HomeLink Communications Contacts Schedule
Monthly Reminder

All Contacts are to be made by the 5th of the Month
[*see full listing for detailed information]

☐ District 5 Newsletter
   Fax: 651-774--4745
   Contact: Roxi
   Announcement in newsletter

☐ East Side Review
   Fax: 651-777-8288
   Contact: Scott Nichols
   Announcement in bulletin board

☐ District 1 News
   Fax: 651-2927829
   Contact: Rebecca Cross
   Announcement in community calendar

**Hmong Contacts**

☐ Asian American Press
   Fax: 651-224-7032
   Announcement in community calendar

☐ Hmong Wameng Radio
   Fax: 612-721-2752
   Contact: Xao Vang
   Announcement to be read on the radio show

☐ KEV KOOM SIAB / SPNN
   Fax: 651-298-8414
   Contact: Steve Tao
   Announcement to be read on the TV show
HomeLink Community Contact Script

Program: Microsoft Word
a:/ disk 1/word/Community Contact Script
c:/Homelink/Media2000/word/Community Contact Script

✓ To be used when calling a new community contact for information and to inform them about services.
✓ The script can be modified when calling business or organizations to introduce HomeLink.
✓ This document is great for interns, volunteers or new staff who are new to HomeLink.

• All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
Hello, my name is [__name of person calling__] with HomeLink,

I am calling to inquire whom I should place as an organization contact for [__name of organization__] to send our mailings and workshop notices to.

HomeLink provides free HomeBuyer Education Workshops and Counseling. And we also offer our workshops in the Hmong language.

Our workshops provide information about the home buying process and help prepare you for homeownership. The **FREE** classes are provided in a group setting and are offered throughout the year.

You can **discover:**
- if homeownership is right for you,
- the qualifying process and how to identify any barriers for a mortgage loan,
- how to control your finances through credit and money management,
- how much you can afford,
- how to maintain a safe and comfortable home,
- And MUCH MORE......

Follow up questions to fill in information on the database:

Can you spell [__name of contact__]'s name for me please?
What is [__name of contact__]'s title?
Does [__name of contact__] have an extension number?
Do you have a fax number?

Thank you and please look out for our future mailing.

Goodbye.
HomeLink Newsletter Announcement

Program: Microsoft Word
a:/disk 1/ word/Newsletter Announcement
c:/Homelink/Media2000/word/Newsletter Announcement

✓ To be used for various newsletter or news publications to announce the workshops.
✓ If you advertise a specific workshop date, make sure to update the information each month with the new information.

• All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Newsletter announcement:

Do you dream of owning your own home? HomeLink provides FREE Homebuyer Education Workshops. Come and discover if homeownership is right for you, the qualifying process and how to identify any barriers for a mortgage loan, how to control your finances through credit and money management, how much you can afford, how to maintain a safe and comfortable home, and MUCH MORE. HomeLink’s workshops are offered in both English and in Hmong languages. The next Workshop is scheduled for Saturdays, August, 12th, 19th, & 25th, from 10:00 a.m. to 1:00 p.m. Call HomeLink at 651-771-1152 ext. 24 to receive literature or to register. Or you can email Rwilliams@esnd.org
HomeLink TV & Radio Announcement

Program: Microsoft Word
a:/disk 1/ word/ TV Radio Announcement
c:/Homelink/Media2000/word/ TV Radio Announcement

✓ To be used for various tv and radio shows to announce the workshops.
✓ If you advertise a specific workshop date, make sure to update the information each month with the new information.

• All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
To be read on TV & Radio broadcasts:

Are you interested in owning your own home? Has owning a home always been a dream of yours? HomeLink workshops provide information about the home buying process and help prepare you for homeownership. The **FREE** classes are provided in a group setting and are offered throughout the year.

**Come and discover:**
- if homeownership is right for you,
- the qualifying process and how to identify any barriers for a mortgage loan,
- how to control your finances through credit and money management,
- how much you can afford,
- how to maintain a safe and comfortable home,
- And MUCH MORE......

HomeLink’s workshops are offered in both English and in Hmong languages. Call HomeLink at 651-771-1152 ext. 24 to receive literature or to register. Or you can email [Rwilliams@esnd.org](mailto:Rwilliams@esnd.org)

Your dream of homeownership can come true! Call now.
HomeLink Workshop Map

Program: Microsoft Word
a:/disk 1/word/HomeLink Workshop Map
c:/Homelink/Media2000/ word/HomeLink Workshop Map

• Map to be used on workshop confirmations and for quick reference with a client in the office.

• All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
Location:  East Side Community Center  
1526 E. 6th St.,  
St. Paul, MN  
651-771-8821  
For directions on the Internet go to:  www.mapquest.com  Then go to "driving directions" and type: address, city & state. Scroll down to calculate the directions.  

OR  

Directions:  94 East to White Bear Ave., go left on White Bear Ave. Go to 3rd St. and turn left. Turn right on Germain (on the corner of Germain is Harding High School football field and school). Go to the top of the hill to the four-way stop at 6th St., go left on 6th St. The East Side Community Center’s door faces the parking lot.
Hmong Workshop Map

Program: Microsoft Word
a:/disk 6/ word/Hmong Workshop Map
c:/Homelink/Media2000/ word/Hmong Workshop Map

- Map to be used on workshop confirmations and for quick reference with a client in the office.

- All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
**Location:** Hennepin County Extension
1525 Glenwood Ave.
Minneapolis, MN

For directions on the Internet go to: [www.mapquest.com](http://www.mapquest.com)  Then go to "driving directions" and type: address, city & state. Scroll down to calculate the directions. **OR**

**Directions:** From the St. Paul area take I-94 West to Minneapolis. Take exit # 230, onto Olson Memorial Hwy and 7th St. N. Turn left onto Olson Memorial/Hwy 55. Turn left onto Bryant Ave N. Then turn right onto Glenwood Ave. Hennepin County Extension, 1525 Glenwood Ave., is on your left between Cedar Lake Rd. N. & Gramercy Ave.
Home Ownership Related Web Sites

Program: Microsoft Word
a:/disk 2/ word/Home Ownership Related Web Sites
c:/Homelink/Media2000/ word/Home Ownership Related Web Sites

• To hand out at workshops or to give to clients at individual counseling sessions.

• All modifications to a document need to be backed up on the corresponding a:/disk  AND a new original copy of the document placed in the plastic sleeve.
# Home Ownership Related Web Sites

<table>
<thead>
<tr>
<th>Web Sites:</th>
<th>Title/Subject:</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.ownershipassociates.com">www.ownershipassociates.com</a></td>
<td>Ownership Associates</td>
</tr>
<tr>
<td><a href="http://www.hocmn.org">www.hocmn.org</a></td>
<td>Homeownership Center</td>
</tr>
<tr>
<td><a href="http://www.inx.net/catalog/home.htm">www.inx.net/catalog/home.htm</a></td>
<td>Homeownership Care &amp; Improvement</td>
</tr>
<tr>
<td><a href="http://www.hud.gov">www.hud.gov</a></td>
<td>Federal Housing Administration</td>
</tr>
<tr>
<td><a href="http://www.hoaginc.com">www.hoaginc.com</a></td>
<td>Homeownership Assistance Group</td>
</tr>
<tr>
<td><a href="http://www.hud.gov">www.hud.gov</a></td>
<td>Homeownership</td>
</tr>
<tr>
<td><a href="http://www.hud.gov">www.hud.gov</a></td>
<td>Prudential Insurance/ Homeownership</td>
</tr>
<tr>
<td><a href="http://www.hoaginc.com">www.hoaginc.com</a></td>
<td>National Association of Realtors</td>
</tr>
<tr>
<td><a href="http://www.hud.gov">www.hud.gov</a></td>
<td>National Association of Home Builders</td>
</tr>
<tr>
<td><a href="http://www.hud.gov">www.hud.gov</a></td>
<td>Consumer Protection at Home</td>
</tr>
<tr>
<td><a href="http://www.hud.gov">www.hud.gov</a></td>
<td>Insurance Rights Quiz</td>
</tr>
<tr>
<td><a href="http://www.hud.gov">www.hud.gov</a></td>
<td>Title Tips</td>
</tr>
<tr>
<td><a href="http://www.hud.gov">www.hud.gov</a></td>
<td>Title Insurance</td>
</tr>
<tr>
<td><a href="http://www.hud.gov">www.hud.gov</a></td>
<td>Realty Times</td>
</tr>
<tr>
<td><a href="http://www.ftc.gov/">www.ftc.gov/</a> bcp/menu-home.htm</td>
<td>Fannie Mae Foundation</td>
</tr>
<tr>
<td><a href="http://www.titleinsurance.com/ny/test.htm">www.titleinsurance.com/ny/test.htm</a></td>
<td>Fannie Mae Corporation</td>
</tr>
<tr>
<td><a href="http://www.alta.org/pub-serv.html">www.alta.org/pub-serv.html</a></td>
<td>Homeownership</td>
</tr>
<tr>
<td><a href="http://www.redroseabstract.com/why.html">www.redroseabstract.com/why.html</a></td>
<td>Home Advisor</td>
</tr>
<tr>
<td><a href="http://www.realtytimes.com">www.realtytimes.com</a></td>
<td>Home-buying services &amp; loan program</td>
</tr>
<tr>
<td><a href="http://www.realtytimes.com">www.realtytimes.com</a></td>
<td>Housing &amp; Neighborhood Development</td>
</tr>
<tr>
<td><a href="http://www.fanniemaefoundation.org">www.fanniemaefoundation.org</a></td>
<td>Northern Mortgage company</td>
</tr>
<tr>
<td><a href="http://www.fanniemae.com">www.fanniemae.com</a></td>
<td>Hutchens Realty Associates</td>
</tr>
<tr>
<td><a href="http://www.smartmoney.com/ac/home/">www.smartmoney.com/ac/home/</a></td>
<td>Home Buyers Inspections</td>
</tr>
<tr>
<td><a href="http://www.homeadvisor.msn.com">www.homeadvisor.msn.com</a></td>
<td>Home Buyer Information</td>
</tr>
<tr>
<td><a href="http://www.homebuyers-minneapolis.com">www.homebuyers-minneapolis.com</a></td>
<td>Banking Sites</td>
</tr>
<tr>
<td><a href="http://www.handserie.org">www.handserie.org</a></td>
<td>Mortgage &amp; Financing</td>
</tr>
<tr>
<td><a href="http://www.jarneskeck.com/">www.jarneskeck.com/</a></td>
<td>Right at Home Living</td>
</tr>
<tr>
<td><a href="http://www.duluth.com/homebuyer">www.duluth.com/homebuyer</a></td>
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<tr>
<td><a href="http://www.homebuyersinspections.com">www.homebuyersinspections.com</a></td>
<td></td>
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<tr>
<td><a href="http://www.housebuyer.com">www.housebuyer.com</a></td>
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</tr>
<tr>
<td><a href="http://www.leda.calstatela.edu/faculty/spollar/ec303/bank.htm">www.leda.calstatela.edu/faculty/spollar/ec303/bank.htm</a></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.precisionmrtg.com">www.precisionmrtg.com</a></td>
<td></td>
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<tr>
<td><a href="http://www.rightathomewarn.com">www.rightathomewarn.com</a></td>
<td></td>
</tr>
</tbody>
</table>
Web Sites:

- www.mhfa.state.mn.us/images/echo.htm
- www.remax-bluewater-gr-mn.com/tips.html
- www.groupweb.com/business/real_estate
- www.nahro.org/home/whatsap/whatsap.html
- www.nw.org/network/directory/noc/minn/southsid.html
- www.mortgage-q.com/mq__home_mortgage_interest
- www.homestore.com
- www.econ.umn.edu/~cswan/econ5623/Websites.html
- www.amo-mortgage.com/library/mortgageprocess
- www.commercengetindia.com/cnithtml/construc.html
- www.onehomebuyerplace.com/homebuy/before/save.htm
- www.homebuyer1st.com/home_listings
- www.hud.gov/hudvet/vethist.html
- www.catapultbranding.com/~buyers/one.html
- www.ftc.gov
- www.hud.gov/lea/leahome.html
- www.homes.freddiemac.com
- www.aheci.org
- www.mhfa.state.mn.us
- www.ag.state.mn.us/home
- www.dca.org
- www.nhi.org

Title/Subject:

- Down Payment & Cost Assistance
- Homeowner tips and Links
- Mortgage Calculators
- Affordable Housing
- Housing Resources
- Mortgage Interest Rates
- Home Buying Guide Plan
- Housing Web Sites
- Mortgage Process
- Indian Construction Links
- Save Money Home Buyer
- Glossary of Mortgage Terms
- Home Directory of Info.
- HUD History & Overview
- Home Buyers’ Q & A
- Federal Trade Commission
- Consumer Information
- Lead Based Paint Info.
- FreddieMac Programs
- Am. Homeowner Institute
- MN Housing Finance Agency
- MN Attorney General’s Office
- Debt Counselors of America
- National Housing Institute
HomeLink Logo

Program: Microsoft Publisher
a:/disk 11/ publisher/HomeLink Logo
c:/Homelink/Media2000/ publisher/HomeLink Logo

• Cut and paste logo on any documents, such as new fliers or notices.
• You will need to resize the image to fit the document format you are working with.

• All modifications to a document need to be backed up on the corresponding
  a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Flier Templates

Program: Microsoft Word
a:/disk 1/ word/ Flier Templates
c:/Homelink/Media2000/word/ Flier Templates

• All of the flier templates are found in this file.
  • Border
  • House Border
  • House Border two

How to use border templates:
• Select template from the portfolio and open the file.
• Go to Edit on the tool bar and choose the "select all" command.
• Go to Edit on the tool bar and choose the "copy" command.
• Go to File on the tool bar and choose the "new document" command.
• Go to Edit on the tool bar and choose the "paste" command.
• Go to File on the tool bar and choose the "save as" command.
• Name the file and save in the HomeLINK/Media 2000 file.
• You now have a new document with a border to make a new flier.
• Go to the clip art section for instructions on how to add text boxes and clip art.
• If you design a new document, follow bold directions below.

• All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
Insert Flier Template page one.
Insert Flier Template page two.
Insert Flier Template page three.
Clip Art Templates: Houses

• All of the clip art is found in the word/clip art file. Even though it may need to be opened in the specific program. Open the file track as outlined, but be sure that you are using the document in the correct program listed. You can cut and paste the clip art between programs and move them to different programs, but it just need to be opened and cut from the program listed.

Program: Microsoft Word
a:/ disk3/word/ Clip Art Templates
c:/Homelink/Media2000/ word/clip art/ word/Clip Art Templates

Program: Microsoft Publisher
a:/ disk 5/publisher/Clip Art Templates
c:/Homelink/Media2000/word/clip art/publisher/Clip Art Templates

How to use clip art templates:
• Select clip art template from the portfolio and open the file.
• Go to Edit on the tool bar and choose the "select all" command.
• Go to Edit on the tool bar and choose the "copy" command.
• Go to the new document started that you want to add clip art onto.
• Go to Edit on the tool bar and choose the "paste" command.
• After pasting the clip art onto the document, you may need to resize or move the image on the page.
• To resize the image: click the cursor on the clip art image. When you do this you will see buttons around the image's box. Click the cursor on the buttons to make it larger or smaller.
• To move the image: click the cursor on the clip art image. When you do this you will see buttons around the image's box. Place the cursor near the edge of the image and a directional arrow image will appear. Hold the cursor down to drag the image to the location on the document you are designing.
• Repeat this process for each clip art image you add to the document.
• Go to File on the tool bar and choose the "save" command to save your new work.
• Make sure to name the file and save in the HomeLINK/Media 2000 file.
• If you design a new document, follow bold directions below.

• All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
To add a text box:

- Go to insert on the tool bar and choose the "text box" command.
- Take the cursor and draw the box where you want the text box located.
- You may need to move or resize the text box to fit the size text you want to present or to fit it in an area you want the text to appear.
- **To resize the text box:** click the cursor on the clip art image. When you do this you will see buttons around the text's box. Click the cursor on the buttons to make it larger or smaller.
- **To move the text box:** click the cursor on the clip art image. When you do this you will see buttons around the text's box. Place the cursor near the edge of the text box and a directional arrow image will appear. Hold the cursor down to drag the text box to the location on the document you are designing.
- **To format the text box:** when you make a text box it will automatically have an outline around the text box. You can change the appearance of the outline or take it off so only the text appears.
  - Go to format on the tool bar and choose the "text box" command.
  - Choose fill if you want to fill in the text box with color or a transparent color.
  - Select the color you want and then push the ok button.
  - Choose line color if you want to change the border of the text box. You can select no line, pick a color, or dash the lines. Then push the ok button.
- Repeat this process for each clip art image you add to the document.
- Go to File on the tool bar and choose the "save" command to save your new work.
- Make sure to name the file and save in the HomeLINK/Media 2000 file.
- If you design a new document, follow bold directions below.

- All modifications to a document need to be backed up on the corresponding a:/disk AND a new original copy of the document placed in the plastic sleeve.
Clip Art Templates: Related to HomeLink

• All of the clip art is found in the word/clip art file. Even though it may need to be 
  opened in the specific program. Open the file track as outlined, but be sure that 
  you are using the document in the correct program listed. You can cut and paste 
  the clip art between programs and move them to different programs, but it just 
  need to be opened and cut from the program listed.

Program: Microsoft Word
a:/ disk3/word/ Clip Art Templates
c:/Homelink/Media2000/ word/clip art/ word/Clip Art Templates

Program: Microsoft Publisher
a:/disk 5/publisher/Clip Art Templates
c:/Homelink/Media2000/word/clip art/publisher/Clip Art Templates

How to use clip art templates:
• Select clip art template from the portfolio and open the file.
• Go to Edit on the tool bar and choose the "select all" command.
• Go to Edit on the tool bar and choose the "copy" command.
• Go to the new document started that you want to add clip art onto.
• Go to Edit on the tool bar and choose the "paste" command.
• After pasting the clip art onto the document, you may need to resize or move the 
  image on the page.
• To resize the image: click the cursor on the clip art image. When you do this you 
  will see buttons around the image's box. Click the cursor on the buttons to make it 
  larger or smaller.
• To move the image: click the cursor on the clip art image. When you do this you will 
  see buttons around the image's box. Place the cursor near the edge of the image and a 
  directional arrow image     will appear. Hold the cursor down to drag the image to 
  the location on the document you are designing.
• Repeat this process for each clip art image you add to the document.
• Go to File on the tool bar and choose the "save" command to save your new work.
• Make sure to name the file and save in the HomeLINK/Media 2000 file.
• If you design a new document, follow bold directions below.

• All modifications to a document need to be backed up on the corresponding 
  a:/disk  AND a new original copy of the document placed in the plastic sleeve.
Insert Clip Art Templates page one.
Insert Clip Art Templates page two.
Insert Clip Art Templates page three.
Insert Clip Art Templates page four.
HomeLink Database with Mail Merge

Program: Microsoft Word
a:/ disk12/word/ database contacts table
c:/Homelink/Media2000/ word/ database contacts table
• This document is the data that is merged from to design the mail merge.

Program: Microsoft Word
a:/ disk12/word/ address labels
c:/Homelink/Media2000/ word/ address labels
• This document is the address labels already merged from the database contacts table information

Program: Microsoft Word
a:/ disk12/word/ contact numbers
c:/Homelink/Media2000/ word/ contact numbers
• This document is the name, number and fax that correspond with the address labels already merged from the database contacts table information

Program: Microsoft Word
a:/ disk12/word/ form letters
c:/Homelink/Media2000/ word/form letters
• This document is the form letter template that correspond with the address labels already merged from the database contacts table information

How to work with Mail Merge in MS Word Programming:
• Go to Tools on the tool bar and select the “Mail Merge” command.
• The Data Source is the “database contacts table”, you will use this document to merge the data from.
• There are three steps to mail merge:
  1. First, create a main document, and select if you are making labels, envolpes, or form letters.
  2. Second, select the data source and open it to attach it to the document. Select the type of printer you are using for the labels. Then create the type of label you want by selecting the merge filed you want to appear on the label, such as, name, address, city, state, zip, ect… Or you can also edit the type of information that you want on the label by deleting filed items from it too.
  3. Third, merge the data with the document. You can select certain contacts you want merged by filed # on the chart or you can just merge all of the contacts into the form.
  4. You can add to or delete from the mail merge by simply going to mail merge and # 2 will have an edit option. There you will find a table with all of the data on the chart that you merged the information from. [These steps are already done for you with the documents listed.]
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact ID</th>
<th>Contact Type ID</th>
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<tbody>
<tr>
<td>Casa de Esperanza</td>
<td>1</td>
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<tr>
<td>Women of Nations - Eagle's Nest</td>
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<td>Turning Point</td>
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<td>Centro Legal, Inc.</td>
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<td>Women Venture</td>
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<tr>
<td>Ain Dah Yung (Our Home) Center</td>
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<tr>
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<td>45</td>
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<td>Association of Community Org. for Reform Now</td>
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<tr>
<td>Center for Asian &amp; Pacific Islanders</td>
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<td>English Learning Center for Immigrant/Refugee</td>
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<td>Center for Hmong Arts and Talent</td>
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<td>Hmong Banks &amp; Lenders</td>
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<td>Koe Realty</td>
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<tr>
<td>Americasian Realty</td>
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