

# Joining the Federation's shared ownership campaign

The Federation is developing a new campaign on shared ownership – it will boost the profile of this great product across the country on a scale that's never been done before.

Housing associations that provide shared ownership properties now have the opportunity to join this campaign.

## Why should my organisation join the campaign?

- Housing associations have been providing shared ownership for decades, but awareness and understanding among the public is not as high as it deserves to be, and there are **growing misconceptions** about it that need to be tackled.
- Right now, associations are delivering more shared ownership than ever before, so we believe this is **the perfect time** to take an ambitious look at this great product.
- That's why we're launching a new campaign to **explain shared ownership with one voice**, creating a strong, consistent and recognisable brand, and redefining what it is – and isn't.

## What do you get for joining?

- Your organisation will be part of a three-year strategy that develops a new shared ownership brand, changes public perception, and raises profile through a **national advertising campaign**.
- This includes a campaign toolkit of **shared ownership branding materials**, including templates and resources, that you can easily apply to your marketing and advertising activities, making savings on design costs.
- You'll get access to a new campaign website that will educate the public about what shared ownership is (and isn't). This will include a **national shared ownership property portal** that will feature your shared ownership listings and will generate enquiries for your properties.
- You can attend **interactive marketing workshops** that will get to the heart of your business objectives, so we can ensure the campaign delivers for your organisation and your regional market(s).
- Finally, your organisation will be part of a sector-wide data collection exercise that will be used effectively **influence politicians and the public** and bust shared ownership myths.

## How does my organisation join?

- Housing associations can sign up by paying an annual contribution to the campaign.
- We've calculated subscription costs based on the amount of shared ownership properties you own, and worked with our members to check these costs are accessible and affordable.
- To find out more about the pricing model, the details about the campaign or to register your interest in joining, please contact us [sharedownership@housing.org.uk](mailto:sharedownership@housing.org.uk)

## Updated campaign timeline.

- The campaign launched to the public in January 2020.
- From April we paused the campaign due to the coronavirus outbreak. For the moment, the campaign remains paused until we can recommence it at a time when it will get the space and attention it deserves, and use the investment each organisation has made in the most effective way.
- However, during this time you can still join the campaign and all supporters have access to campaign materials to use appropriately across their marketing activities.