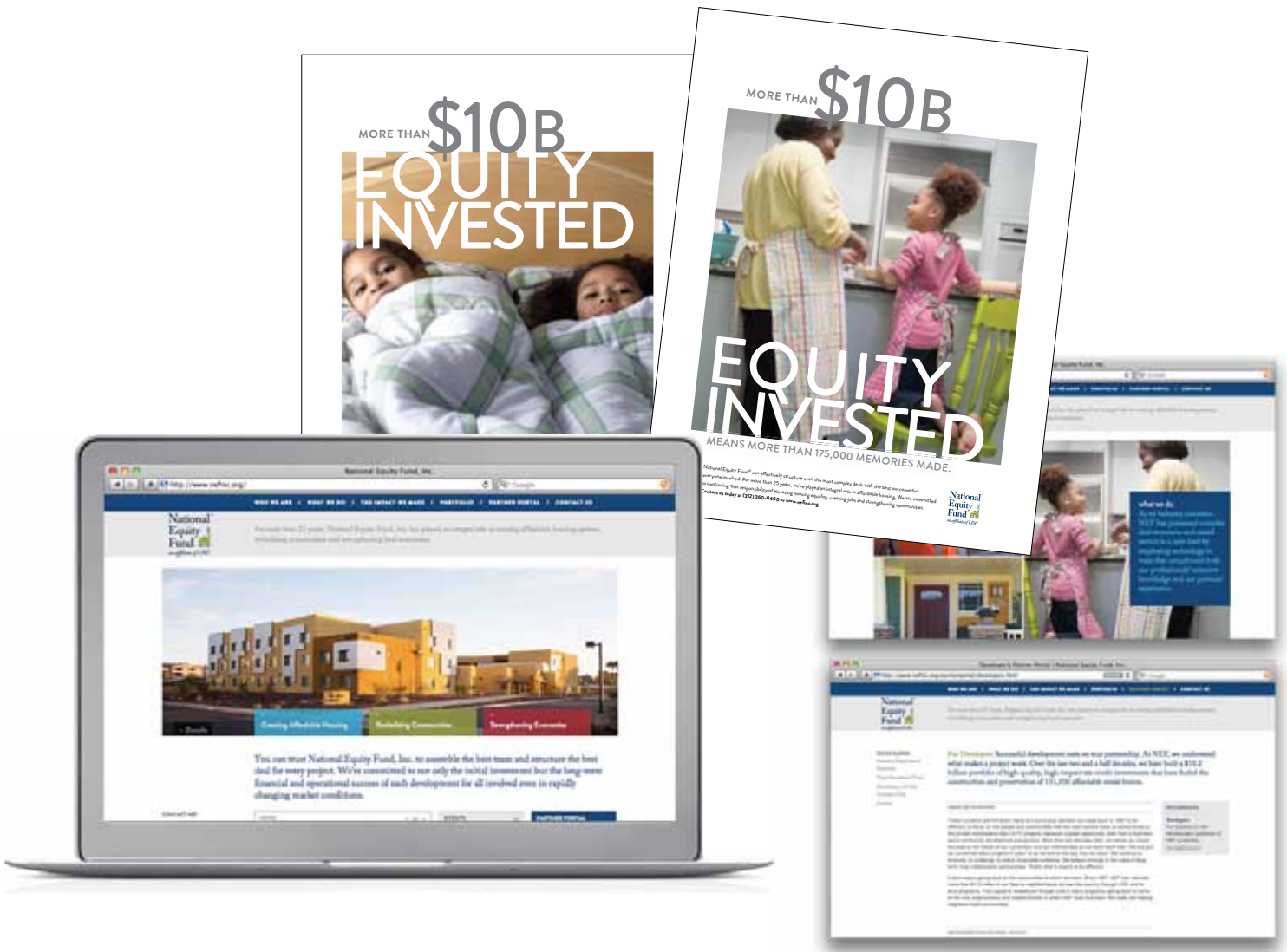




Integrated communications strategy helps National Equity Fund reach investors, convey strengths and make impact.



industry

- non-profit
- real estate

deliverables

- website
- annual report website
- print advertising campaign
- other deliverables

challenge

National Equity Fund, Inc. is the leading national syndicator of low-income housing tax credits. For more than 25 years, National Equity Fund has played an integral role in creating affordable housing options, revitalizing communities and strengthening local economies.

The challenge that National Equity Fund faces is how to communicate their leadership position in a field crowded by less adept competitors. Plus, they have to communicate to broad audiences: investors, developers, government agencies, and end-users.

solution

UpShift worked with National Equity Fund on a variety of projects. We designed a new website for them in 2012. Our approach was to make the website look both trustworthy and friendly, while keeping the structure simple and easy to navigate.

We also designed several advertising campaigns for National Equity Fund. The most recent from 2014 uses an emotive approach, with a large factoid referencing the amount of equity invested by NEF—in a touching and relevant manner.

results

The National Equity Fund website and campaigns that UpShift designed succeeded in representing the non-profit as a professional, approachable and people-focused organization. The deliverables were received favorably by NEF employees, investors and partners.

Their website has also won numerous awards since it launched, including GDUSA American Web Design Awards, VEMA Awards and Horizon Interactive Awards.