

# Downpayment Plus® Programs Grantee Media Kit



## Congratulations on securing DPP grant funding from FHLBank Chicago!

We want to help raise awareness around the great work you are doing to strengthen our communities. Please refer to the below resources to guide you in communicating the impact of your work. We often feature stories of our award recipients in our marketing materials, social media and reports. If you have a story that you would like to share, please submit it via the [Tell Your Story](#) form on our website.

### FHLBank Chicago Logo

Visit our [Grantee Media Kit webpage](#) to access three variations of the FHLBank Chicago logo in both vertical and horizontal orientations. You may use whichever logo best fits the format of your publication. Acceptable use of FHLBank Chicago's logo includes, but is not limited to: signage, newspaper ads, newsletters, postcards, brochures, websites, and social media channels.

### Press Release

Celebrate a DPP funding milestone that matters to you! Whether it's reaching a funding goal, supporting a record number of homebuyers, or marking a meaningful moment in your community impact, it's an achievement worth sharing. Highlight your success with local media to showcase your dedication and the difference you're making. [Use our sample press release](#) template to announce your milestone, and contact [communications@fhlbc.com](mailto:communications@fhlbc.com) for assistance or to include a personalized quote from FHLBank Chicago.

### Photo Opportunities

Capture the moments that matter—whether it's a homebuyer closing on their first home or a celebratory event with your team. [Customize our 8.5" x 11" template sign using Canva](#) to add your logo for a personalized touch in photos with homebuyers. Email us your photos at [communications@fhlbc.com](mailto:communications@fhlbc.com) so we can help amplify your story.

### Publications

Promote DPP and celebrate homebuyer success stories across newsletters, emails, social media, and your website. Including a photo of a happy homebuyer or a closing day celebration can create a compelling visual story.

### Website

Showcase your partnership with FHLBank Chicago by highlighting DPP on your website. Include our logo to recognize FHLBank Chicago's support and help spread awareness of this impactful program. Sharing details about the DPP programs on your site not only underscores your commitment to supporting homebuyers but also prospective homebuyers to explore how they can benefit from this initiative.

### Social Media

Social media is a powerful way to highlight the impact of DPP. Share updates, photos, or testimonials from homebuyers who have benefited from the program. Use our [designed graphics](#) or [customize our editable Canva templates](#) by adding your logo or a photo of your homebuyer clients. Don't forget to tag us in your posts to help amplify your story:

- Facebook: [@federalhomeloanbankofchicago](#)
- LinkedIn: [Federal Home Loan Bank of Chicago](#)
- X: [@FHLBC](#)
- Instagram: [@LifeAtFHLBC](#)

