



Foreclosure Prevention Campaign

December, 2010



Initial Campaign: “Nothing is Worse Than Doing Nothing”



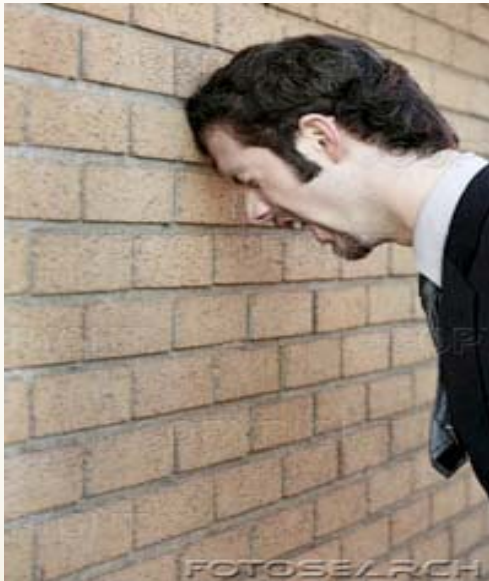
Foreclosure affects more than just you.
It affects your whole family.

A million families will face losing their homes
this year. Call today for real help and guidance.
Because nothing is worse than doing nothing.

1-888-995-HOPE



The Foreclosure Issue Evolves and Expands





Frustration

Getting neither clarity, nor options

Can't find the right person

No one can make a decision

Rules are constantly changing

NOTHING MAKES SENSE!

HOPE COMES IN SIMPLE FORMS



Television



Print and Outdoor



**IF YOU'RE FACING
FORECLOSURE,
TALK TO YOUR
BOWLING BUDDIES SECOND.**

**CALL THE
HOPE HOTLINE FIRST
AT 888-995-HOPE.**

Make sure you're talking to the right people. Speak with HUD-approved housing counselors, free of charge, at the Homeowner's HOPE Hotline.



**IF YOU'RE FACING
FORECLOSURE,
TALK TO YOUR
GRANDMA SECOND.**

**CALL THE
HOPE HOTLINE FIRST
AT 888-995-HOPE.**

Make sure you're talking to the right people. Speak with HUD-approved housing counselors, free of charge, at the Homeowner's HOPE Hotline.

888-995-HOPE

Calls to Hotline (Since launch)

