

NJHMFA Social Media Toolkit

Down Payment Assistance Program



Please make sure you are following us on our social media channels and tag us in your posts.

Twitter: [@njhousing](https://twitter.com/njhousing)

Facebook: facebook.com/njhousing

If someone has a question about the Down Payment Assistance (DPA) program that you are unsure how to answer, please feel free to direct the user to message NJHMFA's page with their question. If we are tagged in the post, it will also notify us of the comment and give us the capability to respond if necessary.

There are copy suggestions below but please feel free to write copy on brand for you and your organization's page. Features and benefits of the program to promote are as follows:

NJHMFA Down Payment Assistance Program:

- \$10,000 toward down payment and closing costs
- Interest-free loan
- Forgivable
- Five-year residency requirement
- No monthly payments for DPA Program
- Paired with NJHMFA First-Time Homebuyer Mortgage

Facebook Post Copy Examples:

With New Jersey Housing and Mortgage Finance Agency's \$10,000 Down Payment Assistance Program, you can dream big and be a hero in your new home. Your down payment and closing costs are no match for this five-year, interest-free forgivable loan with no monthly payments. Learn more: http://bit.ly/NJHMFA_buyer

The sky's the limit with New Jersey Housing and Mortgage Finance Agency's \$10,000 Down Payment Assistance Program. This five-year, interest-free forgivable loan has no monthly payments and can be put toward your down payment and closing costs. Ready to speak to a lender? Fill out NJHMFA's form to be paired with up to three lenders in your area that offer the Down Payment Assistance Program: http://bit.ly/NJHMFA_lender

Tweet copy examples:

With @njhousing's \$10,000 Down Payment Assistance Program, you can dream big and be a hero in your new home. Your down payment and closing costs are no match for this five-year, interest-free forgivable loan with no monthly payments. Learn more: http://bit.ly/NJHMFA_buyer

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Graphics:

