



Jimmy and Rosalynn Carter Work Project

July 9-14, 2017 | Canada

news media and social media
wrap report



Carter Work Project communications approach

In July 2017, thousands of volunteers joined Habitat for Humanity's 34th Jimmy & Rosalynn Carter Work Project in Canada to build 150 homes in celebration of Canada's 150th anniversary. Former U.S. President Jimmy Carter and former first lady Rosalynn Carter volunteered alongside future homeowners in Edmonton, Alberta, and Winnipeg, Manitoba, with additional projects taking place in communities across the country. Our communications strategy kicked off on October 2, 2016, World Habitat Day, when we announced the project.

In April 2017, on behalf of Habitat for Humanity, PSB surveyed 1,000 people in the United States and Canada, examining the perceptions, challenges to and benefits of affordable housing in both countries. The survey resulted in our first-ever Affordable Housing Survey, which underscored the urgent need for solutions to the affordable housing crisis. We released the survey ahead of the build week to raise awareness of the critical need for affordable housing.

On social media, Habitat supporters and volunteers participated in our Twitter party ahead of Carter Work

Project to discuss the Canada build. Later during the build week, supporters continued to engage with the #HabitatCWP hashtag as well as with new tools including a Facebook profile frame, Facebook Live and Instagram Stories.

Canadian and international news outlets covered the Carter Work Project, with interviews taking place with President Carter, Jonathan Reckford, Mark Rodgers, Alfred Nikolai, Sandy Hopkins, Garth Brooks, Trisha Yearwood, and HGTV Canada star Scott McGillivray, along with homeowners, volunteers and corporate sponsors.

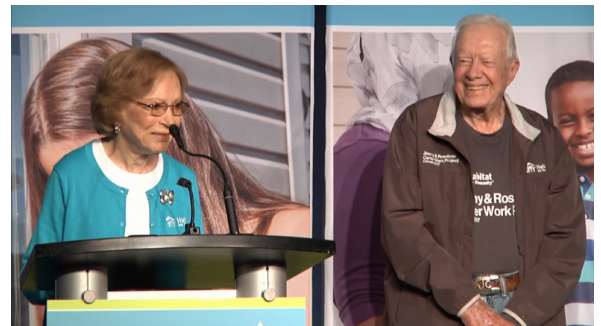
Media partners in Edmonton and Winnipeg helped spread the message through broadcast and online promos and via social media leading up to and during the build week.

Additionally, we provided our corporate sponsors and local affiliates with customizable tools and assets to help in advancing awareness of the build week.

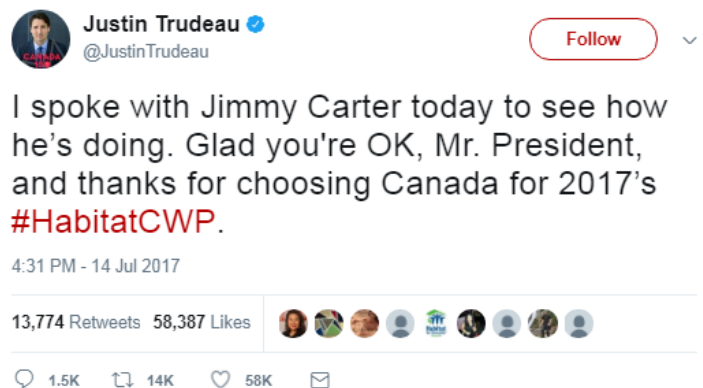
Build week overview

The 2017 Carter Work Project kicked off on Sunday, July 9, with an opening ceremony hosted by Habitat for Humanity Edmonton. The opening ceremony was live-streamed for participating affiliates and the public. Habitat Winnipeg hosted a viewing party for volunteers and homeowners.

The following morning, President Carter led the devotional and joined Mrs. Carter, Garth Brooks, Trisha Yearwood and Eric Paslay, along with hundreds of volunteers, in the first day of building at Carter Place. Later that day President Carter spoke at a press conference with Mrs. Carter, Jonathan Reckford, Mark Rodgers and Alfred Nikolai. The Carters' visit to Edmonton continued Tuesday and Wednesday, with President Carter making a surprise visit to the Fort Saskatchewan build site. Media interviews with President Carter occurred throughout his time in Edmonton with outlets including CTV, CityLab, Global Edmonton, CBC Radio and The New York Times, among others. On Wednesday Edmonton volunteers and homeowners celebrated their last day with President and Mrs. Carter by taking house photos along with Garth Brooks and Trisha Yearwood.



Thursday marked President and Mrs. Carter's first day in Winnipeg, where Scott McGillivray had volunteered and participated in media interviews earlier in the week. Shortly after morning devotions led by President Carter, he became dehydrated and was taken off-site for observation and rehydration. President and Mrs. Carter returned to the build site Friday morning to attend morning devotions, later partaking in house photos with Winnipeg volunteers and homeowners. President Carter also participated in interviews with Winnipeg Sun, Shaw TV, CJOB Radio, Global News and Winnipeg Free Press. That evening, President and Mrs. Carter participated in the closing ceremony at the Canadian Museum of Human Rights in Winnipeg and announced the 2018 Jimmy & Rosalynn Carter Work Project in Mishawaka and South Bend, Indiana.



News and social media metrics

More than **2,000 news media stories** mentioned the Carter Work Project or the Affordable Housing Survey from October 3, 2016 to July 22, 2017. During that same time, there were **2.4 million impressions** of Carter Work Project across Facebook, Twitter and Instagram.

Oct. 3, 2016 – July 22, 2017	
News media metrics Total news stories	2,013
Social media metrics Posts using #HabitatCWP	19,511
Facebook total reach	1,576,140
Twitter total impressions	2,036,325
Instagram total impressions (likes)	193,757 (9,443 likes)

Habitat.org metrics

There were **10,726 total page views** of the 2017 Carter Work Project page on Habitat.org.

Most viewed blog posts on Habitat.org:



Learn more about
[Carter Work Project](#)
 "We're going to trade our hockey sticks for hammers," said Mark Rodgers, president and CEO of Habitat Canada as day one of the 2017 Jimmy & Rosalynn Carter Work Project got underway in Edmonton, Alberta, and other communities across Canada.

1,625
 total page views



Learn more about
[Carter Work Project](#)
 Did you know that Canada is celebrating its 150th anniversary in 2017? Habitat for Humanity's Jimmy & Rosalynn Carter Work Project is helping to mark the milestone by building 150 houses in Edmonton, Fort Saskatchewan, Winnipeg and other cities throughout Canada.

675
 total page views



Learn more about
[Carter Work Project](#)
 Habitat for Humanity's 34th Carter Work Project begins in Canada July 9. During the week that follows, hundreds of volunteers will build homes alongside 150 families, including Indigenous families, at sites across Canada.

556
 total page views

U.S. and Canadian media exposure



CITYLAB

Why Jimmy Carter Believes Housing Is A Basic Human Right

Jimmy & Rosalynn Carter Work Project



THE GLOBE AND MAIL

Raising roofs while raising awareness

The volunteer work force assembling 75 affordable-housing units in northern Alberta this summer included a former U.S. president

FORTSASKONLINE

President Carter praises Fort Saskatchewan Habitat build

BT BREAKFAST TELEVISION

Habitat for Humanity dedicates four homes to the Indigenous community
Mary Bone, CEO for Habitat for Humanity shares what the group is building this week. Four houses are dedicated to the Indigenous community. The overall goal is to complete 150 houses for Canada 150.



The Washington Post

Media partners



Social media engagement



trishayearwood Edmonton, Alberta Follow

trishayearwood When people come together with the sole goal of helping others, amazing things happen! It was a great week with @HabitatForHumanity, love by example. Such an honor to work alongside President Carter and Mrs. Rosalynn! xoxo #HabitatCWP

load more comments

trishkin77 Awesome

halfpint1960 Love this!! God Bless each and everyone involved for your great big hearts, helping those in need!!!

clydehohn Trisha I love your music

conniekay808 I was wondering who was scratching your back and then! took a double take and saw that smile

clydehohn Trisha I wish I could be blessed in such a way to make my life easier. My

13,031 likes

JULY 14

Log in to like or comment.

Habitat for Humanity @Habitat_org Following

President Jimmy Carter has arrived at the build site to start the final day of the 2017 #HabitatCWP in Canada.

6:01 AM - 14 Jul 2017

4,974 Retweets 16,976 Likes

765 5.0K 17K

Habitat for Humanity @HabitatCanada Following

Country stars and Habitat supporters @GarthBrooks & @TrishaYearwood share their reason to build with Habitat! #HabitatCWP #150ReasonsToBuild



12:40 PM - 12 Jul 2017

30 Retweets 117 Likes



scott_mcgillivray Winnipeg, Manitoba Follow

scott_mcgillivray It was another great day with @habitatcanada & the #HabitatCWP. Thank you for having me and to all of the volunteers and organizers: you absolutely crushed it! THANK YOU #150reasonstobuild

View all 36 comments

cordillocathy What you're here @ @ would love to meet you in person

calcos1 Such great inspiration and hard work. Scott. Way to go!

bethanythislittlestare This is awesome guys.

inthe713 Hi Scott. Good on you.

kellypk4 #Winnipeg MB!

kellypk4 Awesome having you here. You are a wonderful Ambassador and example of commitment to a cause you believe in.

3,303 likes

JULY 13

Log in to like or comment.

Habitat for Humanity @Habitat_org Following

"What's a better way to celebrate a birthday, other than to be helping people?" We couldn't agree more. #HappyBirthday Desmond! #HabitatCWP



10:47 AM - 12 Jul 2017

17 Retweets 60 Likes

Thanks to our 2017 Carter Work Project partners

Platinum



Gold



Silver



Canada



Canada cont.



Bronze



Community Developer

- Alberta Forest Products
- Cabico by Gem Cabinets
- Edmonton Community
- John Deere Foundation of Canada