



HOA.COM

COMMUNITY ACTIVATION GUIDE

Activating communities with HOA.com is fast, easy, and fun. Before you get hired, it helps to be admired. We offer DO-IT-YOURSELF and DONE-FOR-YOU options to help you become known, liked, and trusted as the expert for your industry.

Our 4-step
process is
as easy as:

- 1** CONNECT
- 2** ENGAGE
- 3** IMPACT
- 4** CELEBRATE

STEP 1 - CONNECT

The first step to win more business is to connect with the HOAs and homeowners in your licensed communities. Our turn-key blueprints and done-for-you campaigns include:

- HOA Board Intro
- HomeSafe Report
- Know Your Neighbors
- Direct Mail & Postcards
- Deals & Discounts
- Rebates & Rewards
- “FRIENDS OF” Flyers
- Door Hangers
- Community News

STEP 2 - ENGAGE

A great way to get to be known, liked, and trusted by the homeowners in your licensed neighborhoods is through Community Engagement events including:

- Great Egg Hunt
- We've Been Boomed
- Pot Luck Picnic
- Bounce House
- Ice Cream Social
- Family Finance Webinar
- Family Photo Shoot
- Home Repair Workshop
- Home Health Audit



STEP 3 - **IMPACT**

When people see how much you care, they will care more about who you are and what you do. Our Neighborhood Impact campaigns and events help you win loyalty and referrals.

- Kids Safe Zone
- Canned Food Drive
- Document Shredding
- Veteran Salute
- School Supply Drive
- Paint/Tree Recycling
- Spring Cleaning
- Blood Drive
- Garage Sale

STEP 4 - **CELEBRATE**

Everyone loves to have fun. When you and your referral partners host fun events and celebrations, the neighbors you serve will start hiring and raving about you:

- Pet Party/Parade
- Bingo/Bunko night
- Food Truck
- Wisdom & Wine
- Bowling Night
- Family Fun Day
- Top Golf Tournament
- Cornhole Tournament
- Scavenger Hunt



Community Impact Event Calendar

We create turn-key socially sharable community impact events and campaigns. Each is designed to keep you and your services top-of-mind while also inspiring, uplifting and empowering the neighbors you serve.

January 01	New Year Goal Setting [Family, Fun, Financial, Faith]	June 18	Father's Day
January 16	I Have A Dream Campaign	July 04	Veteran Salute / Block Party
February 14	Valentine's Day	August -	Neighborhood Garage Sale
March 15-30	March Madness Contest	September 01	Back to School
April 7	Great Egg Hunt	October 15	Pumpkin Drop Off We've Been Booed
April 20	Earth Day	November 11	Veteran Salute
May 5	Cinco De Mayo	November 20	Thanksgiving Food Drive
May 14	Mother's Day	December 12-24	Best Dressed Home Contest
May 28	Memorial Day Veteran Salute		

Check out [HOA.com/impact](https://www.hoa.com/impact) to start activating the communities you serve.

