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ORGANIZE A 4TH OF JULY COMMUNITY PARADE

Organizing a 4th of July Community Parade can be an amazing event to bring together the community in an effort to celebrate America's Birthday! On July 4, 1776, the Second Continental Congress unanimously adopted the Declaration of Independence, announcing the colonies' separation from Great Britain.

And now we, free American's, get to celebrate and what a more perfect way than organizing your own 4th of July Community Parade! Here's a step-by-step guide to help you plan and execute a successful Independence Day parade:



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SELECT A DATE AND TIME

Choose a date that aligns with the community's schedule, as the 4th of July is not always on a weekend, it's best to determine if a weekday, weeknight, or weekend works best for the residents in the community. Keep in mind, the parade does not have to be exactly on the 4th of July.

INVITE VEHICLE PARTICIPATION

Create an event on social media and invite members within the community to partake in the parade. If you can connect with the HOA board or the property management company to get full buy in, they may also be able to include your event in their newsletter or on their website. Encourage community members, local businesses, schools, and organizations to participate by decorating their vehicles and purchasing candy to toss out the windows.

CHOOSE A ROUTE

Select a parade route that is easily accessible and provides good visibility for spectators. Consider local landmarks, parks, or other significant locations.



SET A KICK-OFF MEETING FOR THOSE INVOLVED

If an in-person meeting isn't available, you can always do a digital event discussion on a platform like Zoom. This will allow everyone who's involved to understand exactly what the parade is designed to do, where it begins and ends, as well as clear instructions on how to participate and any requirements for floats or vehicles.

This is when you allow your participants to get creative with decorating their vehicles. Encourage offroad vehicles as well to attend. Depending on what you're allowing in your 4th of July Community Parade, if there are walkers, bikers, or children; make sure all individuals whom are driving are remaining cautious to avoid any unforeseen and unnecessary accidents.

KICK-OFF MEETING LOGISTICS

Arrange for traffic control and security to ensure the safety of participants and spectators.

Plan the lineup of the parade, grouping participants according to the theme or type of entry. Plan on having all the vehicles meet 30 minutes ahead of time to answer any final questions, get them lined up properly, and to avoid any disruptions in the parade.

Encourage those who own a business to decorate their float or vehicle with their business logos and suggest even passing out candy with other swag like business cards, pens, wristbands, and other promotional items.





PROMOTE THE PARADE

Utilize various channels to promote the parade, such as social media, local newspapers, community newsletters, and flyers. Post on the local community Facebook group and event page to ensure the community is outside on the sidewalks/cubs awaiting for the parade to come by. Create eye-catching promotional materials that highlight the theme and key details.

30 MINUTES PRIOR TO LAUNCH

Everyone involved in the parade should be meeting at one centralized location, it should not be at someone's house as parking may be an issue. Meeting in a nearby parking lot may be a solution here. Make sure you take pictures of the individual vehicles and also as a group, a drone would be able to take a great photo or video of the group.

This is also a perfect time to get out the blockades or cones to block off streets entering where the parade will be happening. Once the blocker returns to the meeting start location, you have green light to begin driving down the road. Depending on the size of the community, parade, and participants, you may want to enlist the local authorities to help with stop lights or traffic when entering the community as a group.

GO-TIME FOR THE PARADE

As floats and vehicles begin to slowly leave the meeting area, make sure you provide them with a reminder to GO SLOW and be aware of the walkers in the parade as well as the children who may get excited and run into the street, by keeping their eyes up and open and be prepared to stop frequently. If you have a plan for the participants to meet back up afterwards, this is a great reminder time as well.

CAPTURE THE MOMENTS

With an event this size, it should always be encouraged for all participants to take photos and videos. If your company is promoting the event, you could also hire a photographer or videographer to document the parade and create a lasting record of the community celebration.

SHARE THE FUN

After the parade, head on over to your social media channels and post up the photos and videos. Make sure you tag all the participants and their companies, as well as neighbors that attended while encouraging others to do the same. At this point, you'll be able to gather feedback from participants and spectators within the post or within a post-email to all participants. Use this information to improve future events and address any issues. Make sure within the social media posts, you thank all participants, sponsors, volunteers, and anyone who contributed to the success of the parade. Acknowledge their efforts in making the 4th of July celebration memorable.

By following this guide, you can organize a festive and memorable 4th of July parade that brings your community together to celebrate Independence Day.

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

