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PUTTING TOGETHER A FALL COMMUNITY PICNIC

Organizing a Fall Community Picnic is a wonderful way to bring people together for a day of fun, food, and socializing. If you're a local business wanting to get more involved within local communities, this is also a great way to inject yourself into the community and gain some serious exposure with the homeowners within the neighborhood.

Here's a step-by-step guide to help you plan and execute a successful Fall Community Picnic

1. Define the Purpose
2. Choose a Date and Time
3. Select a Location
4. Create the Event & Promotion
5. Plan the Picnic Menu
6. Plan Activities for All Ages
7. Decorate
8. Set Up Seating Areas
9. Provide Shade
10. Set Up Trash and Recycling Stations
11. Safety Measures
12. Consider Dietary Restrictions
13. Plan for Adverse Weather
14. Capture Memories
15. Share and Tag

DEFINE THE PURPOSE

Determine the purpose of the picnic. Is it a general community-building event, a holiday celebration, or a fundraiser? Understanding the purpose will guide your planning and provide the neighborhood residents with an idea of 'why' you're putting this together and why they should attend.

CHOOSE A DATE AND TIME

Select a date and time that works well for the community. Consider weekends or holidays when people are more likely to be available. Depending on your geographical location, it may be worth looking at when the children go back to school and also sporting events when seasons are coming to a close before winter.

SELECT A LOCATION

Choose a suitable location for the picnic. This could be a local park, community center, or any other open space that can accommodate your expected crowd. If you choose to do a Fall Community Picnic in the community's park or common area, we suggest reaching out to the HOA board and/or property management company to ensure there are no other reservations for that day, minimal restrictions, also if insurance/permits are needed for any type of event.



CREATE THE EVENT & PROMOTION

Once you have finalized the date, location, and approvals from the community managers, utilize various channels to promote the picnic, such as community bulletin boards, social media, newsletters, and local newspapers. If the community has a Facebook group, it would be a great idea to post an upcoming event within the page and invite all residents to attend.

Make sure you're clear about what is happening within the description, if you/your company is catering or providing the food, let it be clear for any dietary restrictions. Also, be sure to create visually appealing promotional materials to generate excitement.

PLAN THE PICNIC MENU

Decide on the menu for the picnic. Consider simple and easy-to-eat foods such as sandwiches, salads, fruit, and finger foods. If you're choosing to provide the food, having an accurate head count prior to the event is crucial to ensure everyone gets to enjoy the Fall Community Picnic.

PLAN ACTIVITIES FOR ALL AGES

After your community is done eating, there won't be any direction on what they are to do next, by having activities setup such as a face painting booth, photo booth, or setting up other small fun games will allow the attendees to naturally gravitate over to where you want them to go. You can also lighten the mood with a live band or DJ for additional entertainment to avoid any awkward silences.

DECORATE

Decorate the picnic area with colorful banners, balloons, and tablecloths. Consider a theme or color scheme to add a festive atmosphere.

SET UP SEATING AREAS

Arrange seating areas with picnic blankets, tables, and chairs. Make sure there's enough space for everyone to relax and enjoy their meals comfortably.

PROVIDE SHADE

Depending on where you're located geographically, consider providing shade with tents, umbrellas, or canopies. This ensures that attendees have a comfortable place to escape the sun.

SET UP TRASH AND RECYCLING STATIONS

Ensure there are designated areas for trash and recycling. Encourage attendees to dispose of waste responsibly to keep the picnic area clean.

SAFETY MEASURES

Implement safety measures, including first aid stations and clear guidelines for activities. Have a plan in place for emergency situations, this can include a licensed individual who can perform CPR if needed.

CONSIDER DIETARY RESTRICTIONS

Take into account dietary restrictions and preferences when planning the menu. Label dishes with common allergens to ensure everyone can enjoy the food safely.



PLAN FOR ADVERSE WEATHER

Within the days leading up to the event, monitor the weather forecast and have a backup plan or an indoor venue reserved in case of rain or extreme weather conditions.

CAPTURE MEMORIES

Hire a photographer or designate someone to capture moments during the event. Share photos and videos afterward on community boards and social media. If you have access to a drone, flying over the event and showcasing the fun all of the community is having will make a very nice social media post.

SHARE AND TAG

After the event concludes, head over to some of your social media channels and share the amazing photos and videos. Make sure you tag any friends, family, or community members you're already connected to, and encourage them to do the same. Include a nice message expressing gratitude to volunteers, sponsors, and anyone who contributed to the success of the picnic. Acknowledge their efforts and express gratitude for their support.

By following these steps, you can organize a community picnic that fosters a sense of togetherness and creates lasting memories for everyone involved.

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

