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COMMUNITY HALLOWEEN HOUSE DECORATING CONTEST

Organizing a Community Halloween Decoration Contest in your neighborhood can be a fantastic way to encourage community engagement, increase brand exposure and promote community involvement within the holiday season.

Here's a step-by-step guide to help you plan and execute a successful Halloween decoration contest:

- 1 Set Multiple Dates for the Contest**
- 2 Determine Prizes**
- 3 Onboard Judges**
- 4 Promote the Contest**
- 5 Registration Process**
- 6 Winner Announcements**
- 7 Create Recognition Signs**
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SET MULTIPLE DATES FOR THE CONTEST

Choose a timeframe for the Halloween decoration contest. Typically, this could be the week leading up to Halloween or specific dates that suit the majority of the community. Have specific 'judging' times where you can have multiple judges drive throughout the community and rank the homes, by having multiple judging days, it allows for those homeowners who may not be available and home at a specific time to try and make sure they're decorations are ready for the next judging time.

Determine the categories for the contest, such as "Best Overall," "Most Creative," "Spookiest," or any other relevant categories. Establish clear criteria for judging, considering factors like creativity, originality, use of theme, and overall visual impact.

DETERMINE PRIZES

By adding value to the homeowners by providing them with 1st, 2nd, and 3rd places prizes, will increase the level of involvement for the contest. We have seen success with gift cards in this area, or even aligning it to something spooky like a movie bundle or Halloween blow up as a prize.

ONBOARD JUDGES

You'll want an odd number of judges for this contest to avoid a ton of tiebreakers. If you do not already have a few homeowners in mind, a great place to start would be to touch base with the HOA board or property management company to put a note or letter out to all homeowners asking for volunteers.





PROMOTE THE CONTEST

Create eye-catching promotional materials, such as flyers, posters, and social media posts, to announce the Halloween decoration contest and post them up on community bulletin boards, social media, newsletters, and local online platforms to spread the word. You can also create an event within the community social media groups to build more visibility.

REGISTRATION PROCESS

Set up a simple registration process for participants. This could be done online or through physical forms distributed in the neighborhood or on a website. If you choose to have registrations go through a website, you also get majority of their contact information for future remarketing if they opted in to receiving communications from you. Include information such as participant names, addresses, and chosen categories for the contest.

WINNER ANNOUNCEMENTS

Announce the winning homes in a video, either live or recorded. If you 'Go Live' on social media, you'll have a chance to build up social media buzz and spread awareness of your community, brand, and of course the winners. Follow up your post with images of the homes that won!

CREATE RECOGNITION SIGNS

Design recognition signs or plaques for the winners in each category. These can be placed in front of winning houses to acknowledge their achievements. These can be delivered to them when the gift cards are delivered, or you can also send gift cards digitally through email.

EXPRESS GRATITUDE

Thank participants, judges, sponsors, and volunteers for their involvement. Recognize their efforts in making the Halloween decoration contest a success. Let the community know you'll more than likely want to make this an annual event and encourage the homes that did not win to enter next year for another shot!

REFLECT AND PLAN FOR THE FUTURE

After the event has concluded and Halloween is over, (hopefully) you had registrations on your website, send them out an email to take a survey to use this feedback to plan for future community events and consider making the Halloween decoration contest an annual tradition.



By following these steps, you can create a spooktacular Halloween decoration contest that not only enhances the festive atmosphere but also strengthens the sense of community in your neighborhood.

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

