

# HOA HOLIDAY EVENT PLANNING HANDBOOK

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COMMUNITY MANAGEMENT  
ASSOCIATES, INC.

[www.cmacommunities.com](http://www.cmacommunities.com)



# TAKE THE STRESS OUT OF SPREADING HOLIDAY CHEER

For homeowners' associations (HOAs), there's no better way to build camaraderie than through fun and engaging events. With the holidays fast approaching, now is the time to start coordinating your community's big festivities.

Planning these events takes time; thoughtful preparation and execution are essential. Fortunately, at CMA, we've spent decades helping associations host joyful holiday events with ease. In this ebook, we provide step-by-step instructions for organizing an unforgettable get-together.





## Step #1: Define the Purpose

The first step in planning your holiday event should be to define the purpose of the gathering and what you hope to achieve. For example, if your goal is to give back, think about doing a toy drive. If you want to encourage connections, a Friendsgiving celebration could be a great option. Establishing a clear objective will help guide your decisions throughout the planning process.

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# STEP #2: RECRUIT VOLUNTEERS

Organizing a successful holiday event requires a significant amount of work. To ease the burden for busy board members and ensure your event receives the necessary attention, form an event or social committee. Made up of three to five homeowner volunteers, this committee is often responsible for the following tasks:

- Planning and hosting events
- Coordinating logistics
- Generating enthusiasm
- Raising funds
- Recruiting volunteers
- Soliciting resident ideas and feedback
- Complying with rules

As always, refer to your governing documents for notes on specific committee roles and guidelines.

## PRO TIP

“Reach out to a nearby school or club and ask if they have a choir, band, or comedian that can perform for your community.”

– Jesse Dubuque, CMCA®



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## STEP #3: SET A BUDGET

Don't let your financial goals fall by the wayside during the most wonderful time of the year. Create a realistic event budget that includes the cost of items, such as decorations, food, beverages, promotion, space, and activities—and stick to it.





Celebrate  
the Holidays  
Safely

## STEP #4: SOLIDIFY THE DETAILS

When it comes to HOA events—the more, the merrier! Select a date, time, and location that accommodates the majority. Weekends tend to fill up quickly, so consider holding your occasion on-site for convenience, either on a weeknight or during the day.



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# STEP #5:

## HANDLE LOGISTICS & SAFETY

Guest safety should be a top priority. Wherever you decide to hold your event, guarantee the space is accessible, up to code, and able to hold the expected number of attendees.

Additionally, confirm your community is protected from liability. Every event carries a unique set of risks for the community and homeowners. Partnering with an insurance professional to mitigate these risks ahead of time will prepare your community for the unexpected, providing peace of mind for everyone.

### PRO TIP

“When you host an event outdoors, you often have the space for event-appropriate vendors and entertainment, such as food trucks, bands or musicians, bouncy houses, and other attractions that boost attendance. While the options are endless, it’s essential to check local and city ordinances for permit requirements. Employ unapproved contractors, and the sheriff may stop by and shut down an event that the board worked hard to make happen.”

– Cianna Herselius, CMCA®, AMS®







## STEP #6: PROMOTE

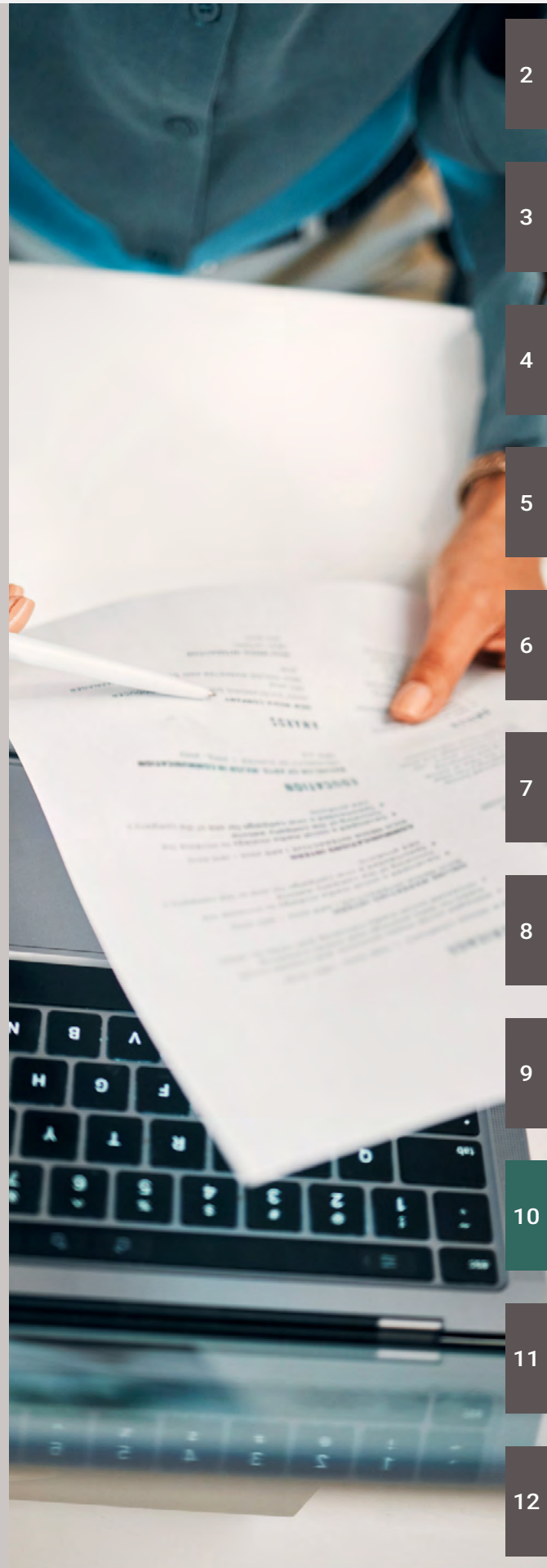
Holiday calendars are jam-packed, so it's important to promote your event early and often. Here are a few ways you can communicate holiday event details with homeowners:

- During regularly scheduled meetings
- Through your community website
- In your community newsletter
- On your HOA's social media accounts
- Through email or your community app
- On your community bulletin boards

# STEP #7: FOLLOW UP

After your holiday event, collect feedback and discuss wins and challenges. This information may be valuable for future events and help prevent hiccups next time. Some methods to do this include:

- Sending a homeowner survey to collect feedback and suggestions
- Speaking to vendors about their experience
- Scheduling a post-event meeting with committees
- Creating a document that contains insights and lessons learned



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# BONUS: 10 HOA HOLIDAY EVENT IDEAS

1. Neighborhood Friendsgiving
2. Cookie swap
3. House decoration competition
4. Holiday movie night
5. Santa meet and greet
6. Ugly sweater party
7. DIY gingerbread house contest
8. Festive mixology class
9. New Year's carnival
10. Mitten or toy drive





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# Leave *community management* to us.

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CMA is a partner you can trust to lead your community to success. Providing top-tier management, secure financials, customizable insurance, and advanced technology, our comprehensive suite of services creates greater efficiencies. Lean on CMA for professional management support, so you can focus on what matters most to your community.



