
7 CLEVER IDEAS

 **TO INCREASE** 
Attendance & Participation
AT YOUR ANNUAL BOARD MEETING

An eBook by:



Is your annual board meeting more like an annual BORED meeting?

Not anymore! Here are seven ideas to transform the annual board meeting to an event the whole community will enjoy.

Use these tips to help your board organize an annual meeting that builds anticipation and creates engagement all while sharing important community updates homeowners need to know.

1. GET *Visual*



Don't just recite the past year's community news. Instead, make a video that highlights all of the projects completed throughout the year.

Include inspirational music and even interviews from key volunteers. And, don't forget to mention the cost savings your community achieved over the last year.

The video doesn't have to be the next Spielberg trailer; the key here is switching up the usual format of the information and creating a fresh format that encourages attendees to pay attention.

2. SET AN *Agenda*



It's always a good idea to let homeowners know what to expect at the annual meeting. If the beginning of the meeting is dedicated to board member activities, communicate that in the agenda to keep the natives from getting restless.

The agenda keeps everyone aware, organized and on track. Plus, if some homeowners can't attend or arrive late, they can still get the information they need.

Need a meeting agenda template?
We've got you covered.

3. Book IT



Create booklets that showcase your preventative maintenance strategy, the community's top accomplishments for the outgoing year and goals for the year ahead. Make the booklet handy by adding key contact information for local safety lines, board members and your community management team.

Print the booklets and place one on each seat before the meeting. Of course, keep some extras on the tables for latecomers.

4. CAUSE A *Scene*



Get homeowners involved and enhance their health and social awareness by incorporating a cause that's important to them.

Are your homeowners interested in art, healthy eating, wine tastings, or local charities? Ask the local girl or boy scouts to present at the meeting (or sell cookies!). Display art from up-and-coming painters. Offer wine tasting tickets as a raffle option. Get a local chef to host a healthy eating and meal prep demo. You could even host a blood drive. The possibilities are endless.

Remember: involved homeowners are happier homeowners!

5. LET THEM EAT *Cake...* Or OTHER SNACKS



Food is a wonderful way to bring people together. Elevate your meeting by offering light bites.

Reach out to community vendors to see if they'll sponsor the meeting by catering a local favorite.

6. MAKE IT *A Launch*



Are you completing any major community projects like adding a room to the clubhouse or partnering with a local country club? Schedule the annual meeting in conjunction with a ribbon cutting event.

7. LET THEM *Know*



If you're taking the time to add these awesome new features to your community's annual board meeting, make sure homeowners know about it. Widely publicize the new format of the meeting.

Use a tool like Volo Village to easily send mass communications to your community members to keep them informed.