

Aspire
Digital Marketing

# Creating Memories That Matter

# The Ultimate Multifamily Resident Event Planning Guide

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Explore creative event ideas and strategies to enhance community engagement with this free guide, designed to help plan memorable experiences for residents, whether for new events or updating the engagement calendar.

Resident events aren't just "something fun to do." They are one of the most powerful tools you have to build community, increase retention, and create authentic, high-performing social media content. When done right, resident functions...

- Strengthen resident satisfaction and sense of belonging
- Encourage positive online reviews and word-of-mouth referrals
- Reduce turnover by helping people feel emotionally invested in where they live
- Generate real-time, relatable content that reflects your property's personality



## Core Principles That Actually Work

### Know Your Audience (aka Your Residents)

What works at one property might flop at another. Tap into your demographic, and curate events they actually want to attend. YOU know your residents best!

### Keep It Simple, Keep It Consistent

Overcomplicating leads to burnout. You don't need a 1K blowout. Focus on small, meaningful, consistent events that create touchpoints throughout the year. Connect withy your Industry Partners

### Engage, Don't Entertain

Residents don't need you to be a cruise director. They want authentic connection. Set up opportunities for them to interact with each other, not just staff.

### Plan with Social in Mind

Every event is a content opportunity. Think through the lens of storytelling—what will look good on camera, what moments will resonate, and how can you subtly showcase your amenities, team, and resident experience?

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Are you a new manager or a multifamily pro who's running out of ideas for onsite events? See our suggestions below to elevate your community functions!

Poolside Movie Night – Set up a projector and screen for a relaxing evening by the pool.

Food Truck Fridays – Partner with local food trucks for a rotating selection of bites.

Glow Party – Host a nighttime party with glow sticks, music, and fun lighting.

Holiday Door Decorating Contest– Encourage residents to decorate and vote on their favorite doors.

DIY Plant Potting Party– Provide small plants and pots for residents to personalize. Partner with your landscaping company.

Resident Appreciation Breakfast – Hand out breakfast items to-go or host a sit-down spread.

Game Night in the Clubhouse – Classic board games, card games, or even a video game station.

Sip & Paint Night – Hire a local artist or use a tutorial video for guided painting fun.

Karaoke Night – Set the stage for residents to showcase their inner pop star.

Ice Cream Social – Offer a sundae bar with toppings and cones on a warm day!

Tailgate Party – Bring out pizza. snacks, games, and team spirit for big game days.

Fitness Bootcamp – Partner with a local trainer or gym for an onsite class.

Taco Tuesday Bar – Provide all the fixings for a fun DIY taco station.

Back-to-School Bash – A family-friendly event with snacks, games, and school supply giveaways.

Cookie Decorating Party – Great for the holidays or any sweet-themed occasion.

Yoga Class – Host a relaxing morning or sunset yoga session on-site.

Breakfast on the Go – Set up a table with granola bars, coffee, and fruit for commuters.

Trivia Night – Residents compete in teams for fun prizes and bragging rights.

Pumpkin Carving Contest – Provide pumpkins and carving tools for a festive fall event.

Hot Cocoa & Craft Night – A cozy indoor event for making ornaments, cards, or decor.

Pajamas & Pancakes – A family morning event with breakfast in PJs.

S'mores & Story Night – Use a fire pit or s'mores bar and invite a storyteller or read-aloud session.

Morning Coffee Bar – Surprise residents with complimentary coffee and pastries before work.

Book Swap & Wine – Residents bring books to exchange while enjoying light refreshments.

Tie-Dye on the Lawn – Provide white shirts and dye for a colorful, creative day.

"Thank You" Card Station – Let residents write cards for community heroes or essential workers.

Craft & Sip Night – Host an evening of DIY projects and drinks in a relaxed setting.

Drive-In Movie Night – Project a film in the parking lot with popcorn and snacks.

Holiday Gift Wrapping Station – Provide wrapping supplies and music to spread holiday cheer.

Bingo Night – A simple, fun, and budget-friendly game night with small prizes.



## Pro Tips for Execution

Cross-market with local businesses.- Coffee shops, restaurants, bakeries, pet groomers—collaborations can stretch your budget and help build relationships in the community.

Use RSVPs strategically- Gauge interest and plan accordingly. Keep it casual—Google Forms work great.

Delegate to elevate- Empower your team to take ownership of parts of the event.

Snap & Share Smartly- Candid moments > posed photos. Capture residents enjoying themselves, but always respect their privacy and ask permission before posting faces.

Collect feedback casually- Keep a suggestion jar in the office, ask on stories, or chat during events. Residents will tell you what they want—if you're listening.

## Final Words of *Encouragement*, Don't Overthink It

You don't need to be Pinterest-perfect. Your residents want to feel seen, heard, and appreciated. The best events are the ones that feel human, not manufactured. Keep showing up, keep learning, and keep making space for people to feel at home.

To all the on-site multifamily staff out there—

Your work matters. You're not just managing properties, you're building communities. Know your worth.  Do your best and keep showing up. You're doing an amazing job.

CLICK HERE!




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