

# Movember

November 2015

# Campaign Overview

## {MO}vember

To help generate prostate cancer awareness, Bozzuto is celebrating Movember and encouraging our men to grow facial hair. Plan a mustache themed open house, throw a resident event and be sure to promote the theme throughout the whole month for maximum fun for a great cause!

### Inside this Campaign Guide:

#### Movember Themed E-blast Guide

- Leasing Incentive Ideas
- Resident/Prospect Event Inspiration

#### Open House

- Keep Calm And Stache On
- Make Your Move This Movember

#### Incentive Announcement

- Stache Some Cash

#### Resident Referral

- Refer a Friend for Fan{tashe}tic Savings

#### Resident Event Ideas

- “Wet Your Whiskers” Wine Down Wednesday
- Shave The Date - Pet Grooming Event
- Breakfast On The Go

#### Resident Sweepstakes:

- #BozzutoMovember

### In The Bozzuto Store:

- Resident Referral - Refer a Friend for Fan{tashe}tic Savings
- Resident Event Flyers:
  - Wet Your Whiskers
  - Shave The Date



# Keep Calm and 'Stache On Over

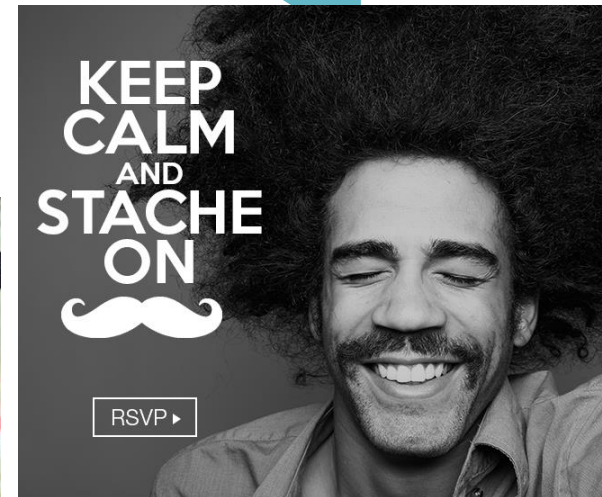
Open Your Doors For A Movember Filled Prospect Event.

## Invite Prospects to 'stache over in Movember

### Weekend Leasing Event

This month, host a weekend leasing event offering shaved fees.

- Place "Wet Your Whiskers" signs over your beverage holders
- Provide sticker-staches or staches-on-a-stick so guests can rock a stache
- Serve Movember themed treats and snacks



### Leasing Incentives Ideas

- A Full Spa Day to Relax After No Shave November
- A Year of "Wax" - Jo Malone Candles
- Dollar Shave Club Membership
- Gift Card to Your Salon/Barber of Your Choice
- Aveda Spa/Gift Card
- The Art of Shaving Gift Card



# Make Your Move This Movember

## & We'll Match Your Shavings.

### Host A Leasing Event & Offer Double Shavings

Engaged explorers love giving back, especially for an important cause such as the Movember Foundation. Offer double shavings for those that lease at your event. First, shave off fees for the prospect and then match that savings in a donation to the Movember Foundation in their name. Keep a chart or track your community's donations raised on Social Media. It feels good to give back & shave at the same time!



#### Leasing Incentive Ideas

- Waived Amenity Fee
- Waived Application Fee
- Waived Pet Fees
- Pick One or All of the Above and Match That Fee With a Donation to the Movember Foundation



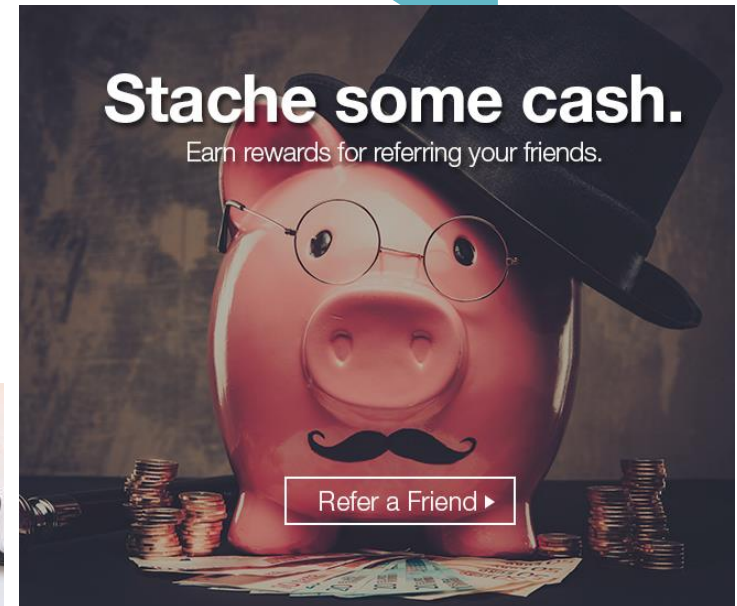
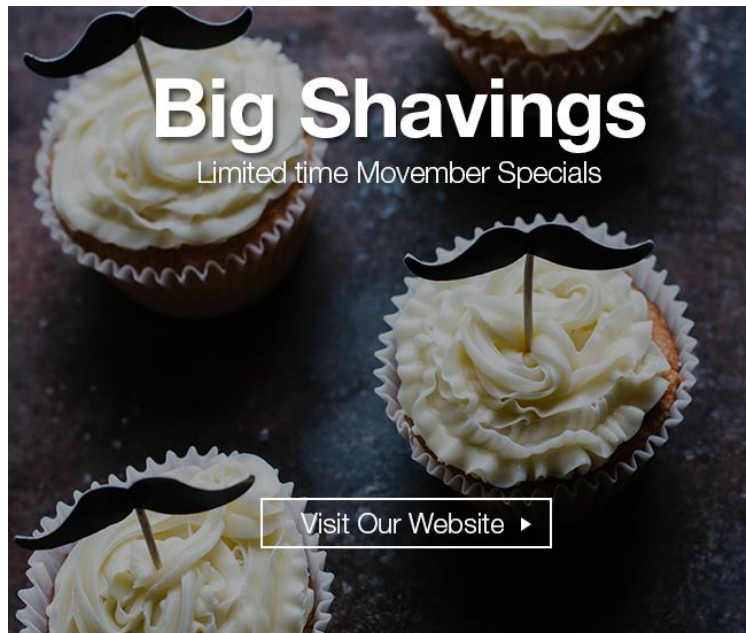
# Shave Precious Time & Stache Some Cash

Because We Know Our Prospect's Time Is Valuable.

## Shave Time AND Stache Cash

**For future residents**, finding an apartment can take forever, but with your incentives, apartments and amenities, prospects will want to lease and put an end to their search immediately.

- Highlight the Bozzuto top-notch services of your community to further focus on how your prospects can “shave” time, even after they move in.
- Decorate your property with some Movember flair including staws, balloons, cupcakes, drinks, etc.



**For residents**, give them a reason to stache some extra cash – give them a bigger bonus for referring their friends.

**Amp it Up**, offer to match their referral bonus with a donation to Movember on their behalf.

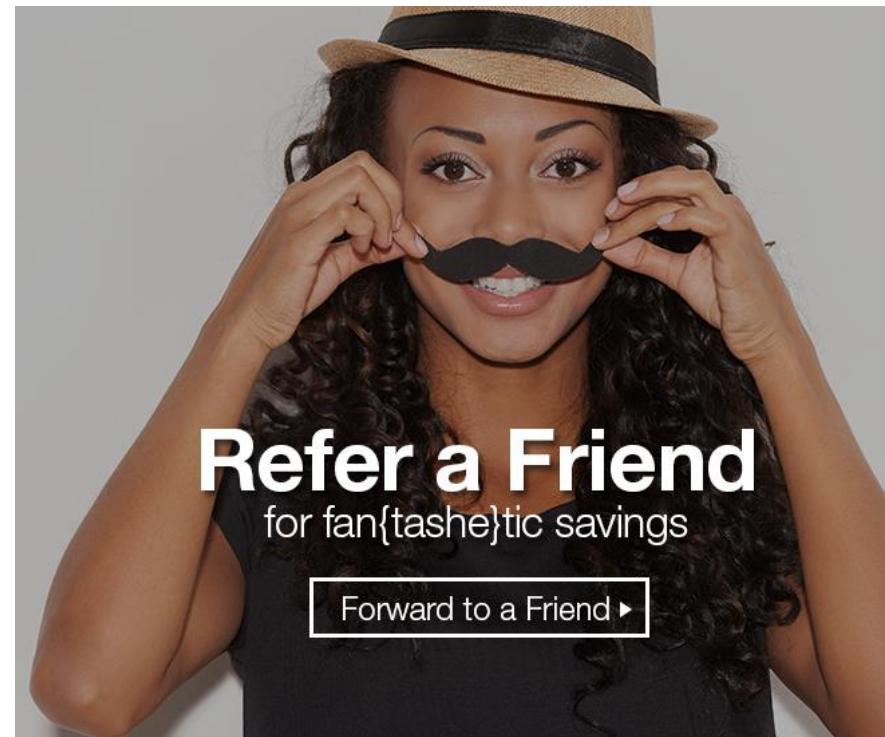
# Refer A Friend For Fan{tashe}tic Savings

**Because everyone would like a friend right down the hall.**

- This e-blast can easily be customized to any resident referral incentive
- Have a resident contest- the resident who refers the most friends will receive a special incentive- as a thanks from us.

## Referral Event

**Shave For You & Shave For Me**, host a resident event encouraging them to bring a friend and showcase your fan{tashe}ric savings. Offer a bonus for both if the prospects leases at the event.





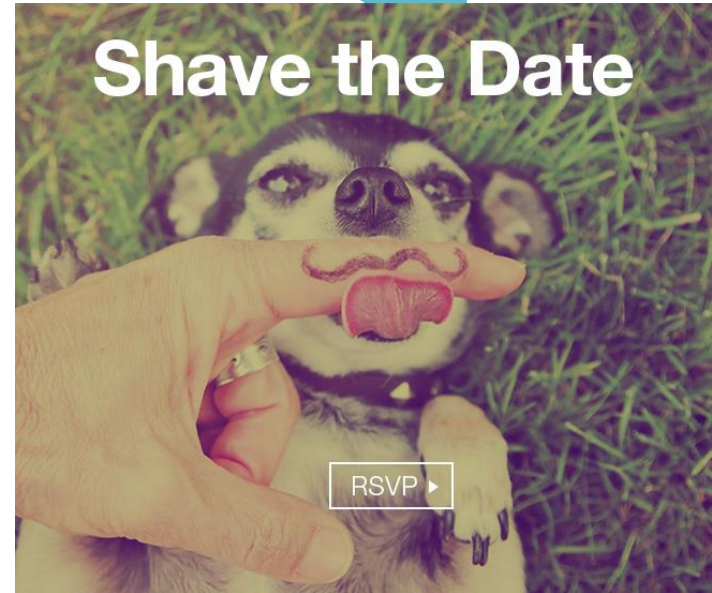
# Shave The Date

No-Shave November. You & Your Furry Friend Can Celebrate Together!

**Have the groomers come to you for the ultimate resident convenience.**

## **Host A Pet Grooming Event**

- Have a grooming truck visit the site. You can either pay for a portion of the haircuts or promote the convenience of the grooming truck coming right to your property.
- Have an onsite pet wash? Have a groomer come in and set up shop right at your wash station for residents to bring their furry friends down to be pampered.
- Have treats and tennis balls ready to hand out as a “thank you” gift for attending residents.



# We Know You “Mustache”

## Breakfast-On-The-Go For Our Residents on The Go.

**Time is valuable, so give your residents breakfast...On the go!**



**Show your residents you care with a fun breakfast on the go.**

- Stencil mustaches onto brown bags and hand to residents as they head out the door
- Have a variety of food options available to fit the wants of residents (ex. Fruit or muffins)
- Have “grab and go’s”- boxed juices, apples, granola bars
- Have coffee also available for those residents who have a bit more time
- Make sure to be located in a central area where it is easy for residents to grab as they dash out for the day as time is valuable!





# Wet Your Whiskers

At Our Movember Wine Down Wednesday.

## Get Ready To Wet Your Whiskers



### Add a fun flair to your Wine Down Wednesday

- Provide cut out paper mustaches on a stick for residents to use & take photos. Encourage them to post on our social pages using the #BozzutoMovember and/or #PropertyName.
- Serve light appetizers and both red & white wine.
- Buy sticky mustaches so people can apply on their glass/cup or even face for a selfie.

**Amp It Up,** Offer a raffle to win a subscription to a wine of the month club or a free wine happy hour for the winner +10 of their friends or co-workers.



# More Mustache-tic Resident Event Ideas

## Mustache Bash Happy Hour

- Host a fun Happy Hour with a photo booth. Include props like mustaches, boas, fun hats, etc. to take photos with.
- Incentivize residents to post on social media with the hashtag #BozzutoMovember
- Create a contest that enters them to win a free bike share, dollar shave club membership, or waived Amenity Rental

## Milk- Mustache and Cookie Bar

- A great casual way to celebrate Movember
- Set up milk, hot chocolate, and coffee along with some sweet snacks for residents in the lobby
- Start a contest for residents for a cookie judging! Have other residents sample cookies and give the winner a gift card to any local restaurant





**Let's Connect For A Cause!**





# #BozzutoMovember

In the spirit of Movember, we want to see how both our future & present residents can come together to support prostate cancer awareness. Let's have our residents and prospects share how they're supporting Movember with the hashtag #BozzutoMovember

## Resident Sweepstakes: #BozzutoMovember

At Bozzuto, we're raising prostate cancer awareness by celebrating Movember to support men's health. Show us how you're celebrating Movember by using the tag #BozzutoMovember. This could be anything from snapping a photo of your beard progress, a photo of you and your neighbors snapping a selfie at wine down Wednesday, or yourself on a tour checking out your favorite apartment layout! By posting you could win a \$500 Spa Gift Card for yourself and \$500 to go towards the Movember foundation under your name.

## AMP IT UP: Site Team Contest

Our residents don't get to have all the fun by supporting a great cause! We'd like to see our employees show their support for Movember by showing how they're spreading awareness. Whether you track the developments of growing beards in the office, have a mustache themed resident party, or use any of the other attached ideas, take a photo! The property in your region who shows the most spirit during the month of "Movember" will win a team lunch, so be sure to tag those photos with #BozzutoMovember and support the cause in your own fashion!



# Image Bank

Use any of the images below for inspiration. Customizable flyers have been uploaded to the Bozzuto Store for site team use. Once you log-in click on the “Seasonal Marketing Campaign” section and then you’ll find the flyers under “Bozzuto Movember”



## Let's go shopping!

The following items are great to use for resident events and prospect giveaways. Once you're on the Bozzuto store, go to “Promotional Items” and you'll find these items under “All”.



Have collapsible bowls available to hand out to residents during your “Shave The Date” event



It will be getting chilly this November! Have ceramic mugs available for move-in gifts



Hand out some property branded doggie bag holders. Can be given out at the groom event or given to new residents who have a dog



The pups will love to play with these Bozzuto branded tennis balls. Provide them during your groom event for your four-legged residents.



The Bozzuto branded thermos is a great giveaway idea for resident events during the cool weather

