



How it all Begins

- Step 1 – Have a Vision
 - Your vision may begin with a simple idea or need within your community and grow from there.



Vision



o Meet Gayle Martin

- Gayle was a member of Women's Council, formally in the US Armed Services, and had an idea... we should send care packages to our local troops serving in Iraq.
- "The Gulf War had just started and it affected many local families. Everyone was very excited to participate in a worthy cause and we had a record number of volunteers from the chapter as well as the community."



Planning



o Choose your leader

- Identify a Chair (or Co-Chairs) to champion the event.
- Someone with a passion for the project
- Someone not searching for personal recognition.
- Someone that can delegate and manage leaders of sub-committees and work through others to accomplish tasks.



Planning



o Set a Goal

- Clearly defined goals set the target for your event or project.
- Our goal the first year for HFH was to send 1000 care packages. We were able to raise \$15,000 and shipped 1000 care packages.



Planning



o Your Road Map

- How often do you need to meet?
- Make a schedule.
 - Decide the date for your project/event.
 - Set all of the dates for committee meetings up front.
 - Start earlier than you think you need to.
 - Pass out your calendar at the first meeting.



Planning

Example of a 6 month plan:

- Months 1 & 2 - Meet monthly
 - Define sub-committees and obtain volunteers or teams for each committee
 - Plan a Kick-Off Event
- Months 3 & 4 - Meet every other week
 - Execute Kick-Off Event
 - Continue Committee work
- Months 5 & 6 - Meet weekly
 - Fine tune details, assist sub-committees that may have issues
 - Execute project/event
- Schedule an Event Follow-up Meeting



Communication



In real estate we hear
Location, Location, Location.

Event Planning is **Communication,
Communication, Communication!**

You can NEVER over communicate.



Communication

- o Invite your entire Chapter to participate at meetings and through your email notification systems.
- o If you have a small chapter and big project, reach out to community organizations to team up with (Lions Club, Rotary Club, Habitat for Humanity, Women's League, etc.)
- o Allow Realtor non-members to participate with your chapter.
 - Holidays for Heroes is the only project our Chapter allows non-members to participate in. Side benefit is that it increases awareness of the organization and may help to recruit or retain members.



Communication

- o Reach out to local officials, mayors, councilmen, politicians, and celebrities to let them know what you are doing.
 - We found that personal communication worked far better than a form letter.
 - Invite them to all of the events (Kick-Off, Packing Party, Business Meetings, etc.)
 - Even if they don't respond, keep reaching out to everyone year after year.
 - This has led to a variety of people participate throughout the years, and some come back each year.



Elected officials gather in support of Operation Holidays for Heroes

Story Comments Share Print Font Size

 Tweet 0
  Like 0



Posted: Monday, October 8, 2011 12:00 am | Updated: 11:00 am | Archived: 22, 2012
 By Brad Meyer | 0 comments

Area business women and elected officials gathered Monday in support of a program to provide holiday gift baskets for county servicemen and women that will spend the holidays far from home.

Elected officials gather in support of Operation Holidays for Heroes

U.S. Rep. Kevin Brady, R-The Woodlands, the mayors of Conroe, Shenandoah, Oak Ridge North, Magnolia and Panorama Village and members of the Montgomery County Chapter of the Women's Council of Realtors assembled at the Aviation Support Facility at Lone Star Executive Airport for the kickoff of the third-annual Operation Holidays for Heroes campaign.

"We'll have drop-off and donation boxes at all real estate, mortgage and life company offices in the county," said Linda Dylla, president of MCOVCR. "Our goal is to be able to send at least 1,000 holiday gift boxes to county residents serving in the military overseas."

The kick-off event took place in the shadow of two AH-64 Apache helicopters, part of the 1st-158 Aviation Regiment of the U.S. Army Reserved based at LSEA.

Now in its 6th year, the campaign collects donated supplies throughout October for shipment to U.S. military personnel from Montgomery County serving in Iraq and Afghanistan.

Donations requested include phone cards, disposable digital cameras, DVDs, handheld games, beef jerky, nuts, hard candy, granola bars, sunflower seeds, Christmas cards and handmade children's cards.



The Montgomery County Chapter, Texas

Communication

- Agendas & Meeting Notes
 - Send meeting reminders and agendas a few days prior to Planning Meetings. This will help your members stay on task for their committee work and remind them to send in reports if they cannot make the meetings.
 - Will also keep your meetings on task so that they are productive.
- Once committee work begins, be sure to send all communications to Chapter Board Members and Committee Chairs to keep them up to date on the project.



Communication

- o Include project updates in your chapter newsletters and communications.
- o “The Task is to Ask” - ask for what you need.
- o Build a project related webpage linked to your chapter website or a specific webpage for the project.
 - www.montgomerycountycares.com is where we communicate with the public, collect names, publicize drop off locations, and let our soldiers know we are thinking about them.



Communication

- o Don't underestimate the marketing power of event shirts!



Implementation

- o This is where the real work begins!



Implementation

- o Let everyone know what is happening.
- o We printed business cards to put on the tables to announce the project.
- o Make an announcement and invite members to join the committee!



Implementation

- o Include a sign-up sheet at your Business Meetings that will become your Contact List.
- o Share this list with your committee.



Holiday for Heroes Committee 2009 Sign up Sheet




Name	Company	Phone	Email
Cathy Cobb	Charter Title	XXX-XXX-XXXX	ccobb@chartertitle.com
Naudia Temple	Partners In Building	XXX-XXX-XXXX	ntemple@partnersinbuilding.com
Karen Stafford	Prudential Gary Green	XXX-XXX-XXXX	kstafford@prudential.com
Colette Stone	Prudential Gary Green	XXX-XXX-XXXX	cstone@prudential.com
Robin Moran	Vanguard Title	XXX-XXX-XXXX	rmoran@vanguardtitle.com
Rhonda Bowen	North American Title	XXX-XXX-XXXX	rbowen@northamericantitle.com
Jeff Glorod	Glorod Agency/Relation	XXX-XXX-XXXX	jglorod@glorod.com
Linca Daven	Keller Williams	XXX-XXX-XXXX	ldaven@kellerwilliams.com
Wilona Dyson	Keller Williams	XXX-XXX-XXXX	wldyson@kellerwilliams.com
Pam Dieksy	Dana Scott Properties	XXX-XXX-XXXX	pdieksy@danascott.com
Sharon Shaw	Coldwell Banker United	XXX-XXX-XXXX	sshaw@coldwellbanker.com
Pat Parchman	Coldwell Banker United	XXX-XXX-XXXX	pparchman@coldwellbanker.com
Gloria Copeland	Unique Home Inspection	XXX-XXX-XXXX	gcopeland@uniquehome.com
Rachel Luna	HWA Home Warranty	XXX-XXX-XXXX	rluna@hwa.com
Tina Saalwaechter	Coldwell Banker United	XXX-XXX-XXXX	tsaalwaechter@coldwellbanker.com
Deborah Spangler	RE/MAX Realty	XXX-XXX-XXXX	dsangler@remax.com
Sharon Eddings	Home Focus Woodland	XXX-XXX-XXXX	seddings@homefocus.com
Annette Neyman	The Forum	XXX-XXX-XXXX	aneyman@theforum.com
Becky Shannonhouse	TWDC	XXX-XXX-XXXX	bshannonhouse@twdc.com
Judy McEvoe	RE/MAX The Woodland	XXX-XXX-XXXX	jmcevoe@remax.com

Implementation

- o Initial Meetings
 - Send out invitations to the meeting 2 week prior & follow up with an agenda 2 days before meeting.
 - Define each sub-committee; what they are expected to accomplish.
 - Obtain Volunteers for each sub-committee.
 - Pass out calendar of important dates.



Implementation

2011 Holiday for Heroes Committee List

- o Define the committees you will need to accomplish your project.

Underwriters
Obtain underwriters, back forms & payments, encourage all HFH committee members to assist in this process.

Mail-out Postage Boxes & Packing Supplies
Work with Post Office to determine box size and shipping requirements, obtain packing supplies.

Address Labels
Determine format for gathering Soldier's names & data to merge into labels. Create and print shipping labels for boxes.

Soldiers Names & Addresses
Communicate, create & maintain database of Soldier's names (work with Address Label Committee for format).

Website/Facebook/Electronic Media
Maintain and update all electronic media sources with current information.

Thank You Video Production
Film and Produce thank you video for soldiers, post on YouTube.

PR/Advertising
Work with all media resources to promote Holidays for Heroes and get maximum exposure.
Examples of media sources: Villages, Chronicle, Review, D Magazine, Woodlands Online, Lifestyle and Homes, Klack, etc.

Fliers
Create and distribute Fliers, posters, written materials.

Proof-reading
Review all external documents for appropriate use of WCF logos and information.

Donation Collection Boxes
Obtain supplies and materials for collection of donation items, maintain list of locations, track and monitor collection of donations.

Stockings
Oversee the production or purchase of stockings to make sure they are the correct size and we have enough to include one in each box sent.

Children's Handmade Cards
Collect cards from resources, review for appropriateness prior to placing in shipping boxes.

Bulk Donations
Coordinate with corporations/manufacturers/individuals for bulk item donations.

Storage
Obtain and coordinate location to keep shipping materials, bulk donations, and items for sorting.

Volunteer Coordinator/Community Groups
Work with community organizations to assist with collection of soldiers names, obtaining volunteers, ROTC, etc.
Create volunteer list, assign roles, and communicate direction for volunteers at packing party.

Photography - Take lots of pictures!



Meeting Agenda

- o Keep your team on track, be organized!
- o Send out your agenda and committee lists prior to the meeting.
- o When your meetings are organized, you won't waste time!

Holidays for Heroes September 26, 2011 Agenda

- 1) HFH website- Yay, it is up to date!
- 2) Committee updates
See committee list
- 3) Oct 11th/12th Margo's visit
*Have shirt for Margo and Gayle
*Agenda-Lone Star Airport 10am
-Barbara Shrader
-Gayle Martin
-Brandon Creighton
-Margo Willis
-Photos/banner
- 4) T-shirts
- 5) /collection boxes

WE STILL NEED UNDERWRITERS!!!!!!!

**Next Meeting Monday, October 3
@ 1:00 pm**



