



REALTORS *Care*® WEEK

A Guide to Planning and Executing a REALTORS Care® Week Project

Are you interested in leading a REALTORS Care® Week project? That's amazing news! The following is a step-by-step guide for prospective REALTORS Care® Week Project Leaders just like you.

Every local REALTORS Care® Week project will be a little different so don't worry if any of the steps below do not fit your situation perfectly.

If you have any questions, the Canadian Real Estate Association's (CREA) REALTORS Care® team is here to help. Reach out any time to info@REALTORSCare.ca.

TIP: You may already have a housing or shelter-related charity partner lined up and a tried and tested approach ready to go for REALTORS Care® Week. If so, you might want to skip straight to step #5.



Step #1: Learn about REALTORS Care® Week.

REALTORS Care® Week will rally REALTORS® across Canada to raise awareness and take action to share the comfort of home with Canadians in need. It is scheduled to take place November 18-22, 2019, coinciding with National Housing Day.

This national week of volunteer service will showcase the active role REALTORS® play throughout the year to support and address critical housing issues through community involvement.

Here's how you can get involved:

- Lead your own REALTORS Care® Week project and recruit your colleagues, family and friends as volunteers;
- Volunteer to participate in a project being organized by fellow REALTORS®, your brokerage, your local real estate board or provincial association; and/or
- Join the **#REALTORSCareWeek** conversation online and raise awareness of housing and shelter-related issues. To get started, check out our sample social posts in the REALTORS Care® Week toolkit.

The more REALTORS® involved and the more REALTORS Care® Week projects planned from coast to coast, the stronger our message and the bigger our collective impact will be.



TIP: For REALTORS Care® Week, we're encouraging the REALTOR® community to get involved in hands-on volunteering projects in support of housing or shelter-related causes. That said, we know many REALTORS® have a knack for fundraising. If you'd like to fundraise as part of REALTORS Care® Week, please do so in an event-based way and in support of a housing or shelter-related charity.

We will be rolling out new resources and features on REALTORSCareWeek.ca as REALTORS Care® Week approaches. Make sure you're following REALTORS Care® on social media ([Facebook](#), [Twitter](#) and [Instagram](#)) to catch all the updates.

Step #2: Learn about local housing and shelter-related organizations in your community and what they do.

Do some research into the various housing and shelter-related charities and community groups near you. Learn about why these organizations exist and how they help members of your community. Identify one or more that speak to you on a personal level.

Step #3: Meet with one or more potential charity or community partners to find the right fit.

Reach out to one or more local housing or shelter-related charities or community organizations to let them know you're looking for a group volunteer opportunity for REALTORS Care® Week. Schedule a phone call or site visit. Ask them what their organization and clients need and how you might be able to help at some point during the week of November 18-22, 2019.

TIP: Check out our [REALTORS Care® Week Project Ideas infographic](#) for ideas you can bring to the table when meeting with potential charity partners.



Step #4: Once you've selected a charity or community partner, work with them to develop a plan for your project.

Way to go! You've found a charity or community partner for your project. Now the exciting work begins. Work closely with your contact at the charity or community group to agree on a vision for your REALTORS Care® Week project, including a target number of volunteers and determine a specific date(s) within REALTORS Care® Week for your project. Next, start drafting a project plan that outlines roles, responsibilities, next actions and a budget, if necessary.



TIP: Once you've settled on a partner, make sure you circle back to other charities and community groups you contacted prior to making your decision. Let them know you've decided to go in a different direction, thank them for their time and say you'll keep them in mind for other future opportunities.

Step #5: Register your event on the REALTORS Care® Week Project Portal.

When you've decided upon a direction for your project, please register your organization and project on the [REALTORS Care® Week Project Portal](#). This site will allow you to manage your event and track volunteers and it will help us track the incredible impact of REALTORS® across the country during REALTORS Care® Week. Please do this as soon as possible, even if you do not have all the details for your event. Check out our [REALTORS Care® Week Project Portal How-to Guide](#) for more details.

Step #6: Recruit and manage volunteers.

It's time to inspire your colleagues, friends and family members with your REALTORS Care® Week project vision. Word of mouth, social media, office signage and email are great ways to raise awareness and recruit volunteers. Direct prospective volunteers to sign up via your project page on the REALTORS Care® Week Project Portal.

From there, make sure you keep your volunteers in the loop as November approaches. We recommend sending email updates every two weeks. A few days before the big day, send an email confirming important details, including time, location, what to wear and other helpful information.

Step #7: Plan your event.

Remember that project plan we mentioned up in Step #4? Keep updating it as you progress in your event planning. Add in planned communications, deadlines, important contact information and any other useful information.

As you and your charity or community partner shape your project during this planning process, here are a few things to consider:

- Think ahead to the health and safety of your volunteers during the execution of your project. Consider providing water and healthy snacks. Think through providing safety guidelines and have a first aid plan in place.
- When designing your big day, make sure to ask your charity or community partner to help you kick off the event. Ask them to welcome your volunteers and share some information about the organization and the people you are serving. Setting context for the upcoming volunteer experience can make it more powerful. Consider inviting government officials, leaders from the REALTOR® community and others to speak at the kick-off as well.
- Check with your charity or community partner to see if they require volunteers to sign participation and/or photography waivers. If so, make sure to pre-send the forms to your volunteers and bring printed forms to the event.
- Look for ways to brand your project as part of REALTORS Care® Week so REALTORS® and other community members know that they are part of something bigger that is happening across the country. Hint: Our REALTORS Care® Week logo looks great on t-shirts and ballcaps.

TIP: Before you order swag for your project like t-shirts, ballcaps and signage, refer to our [REALTORS Care® Week Brand Guidelines](#) for helpful tips on using the REALTORS Care® Week logo properly to ensure consistency with other projects across the country.



Step #8: Execute your project and share your REALTORS Care® Week story.

Today's the day. It's time to execute and you're ready. Let's do this!

While we will be working overtime to promote the collective activities of REALTORS® across Canada during REALTORS Care® Week, we need your help to share the story of what you're doing in your local community. We have two suggestions:

First, take the time to capture a few good quality photos (or short videos) of your volunteers in action and share them on social media. Don't forget to use the hashtag #REALTORSCareWeek so we can like and share your posts.

Second, let your local media outlets know about your project. It's important to position your event within the context of relevant local housing-related issues while linking it to the national REALTORS Care® Week initiative. Encourage your charity or community partner to help spread the word as well.

Step #9: Express your appreciation.

Congratulations! You did it! At the end of your REALTORS Care® Week event, be sure to thank your volunteers and share your collective accomplishments. Also express your appreciation to your community partner, any special guests who stopped by, and others who helped you with your project along the way. A short presentation with your community partner is great way to reflect and celebrate.

Step #10: Reflect on your project.

We hope that your volunteer REALTORS Care® Week project was a transformative experience for you and your fellow volunteers. As you reflect on the event, consider how you might continue to engage with your charity or community partner year-round and help move the needle for your neighbours facing barriers to safe and affordable housing.

Please also reflect on the resources we'll provide to you throughout the REALTORS Care® Week process (including this one). Please share any and all feedback with us at info@REALTORSCare.ca so we can make improvements for next year.

Thank you for your valuable contributions to REALTORS Care® Week and for helping to share the comfort of home with those in need.