

# 2010 Metro DC/Washington Events Calendar

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**Our partner employers distribute information about our participating communities to their employees as part of their human resources benefits. We give them all the materials they need, such as posters, flyers, payroll inserts & membership cards, to inform their employees about this great benefit. Every month, we update our listings and distribute them by mail & email to our partners.**

**The relationships we build allow us to develop unique marketing opportunities. Some partners allow us to attend onsite events and distribute community information directly to employees.**

**This calendar will keep you updated\* on how we are working hard, every month, to promote your community to the employees of our partners.**

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\*Events, dates and times are subject to change without notice.



**We build and manage employer relationships for you.  
Follow these easy steps to make sure you get the most from your membership.**

1. List your best discount.
2. Check email for leads from [info@npep.com](mailto:info@npep.com).
3. Listen for “*Call from National Preferred Employer Program*” when you answer the phone.
4. Look for our listings when potential residents visit your community.
5. Keep the listing we mail you monthly, handy to all leasing agents to quickly verify partner employers
6. Acknowledge & explain your discount and the benefits of the program.
7. Request the Free Welcome Gift we provide when a new lease is signed.
8. Honor your discount for all employees of our partners. Contact us at 1-877-629-6082 if an employee does not know about the program. We’ll work with the partner to better notify employees & ensure more leads for your community.

### Monthly Marketing

- Partner employer newsletter emailed.
- Community listings emailed to partner employers.

#### NPEP Tip of the Month

**Become a fan of our page on Facebook –  
Washington Apartment Discounts!**

#### Marketing Idea of the Month

Have your staff come in a little early and provide individually wrapped honey buns and fruit juice for your residents as they leave for work that morning.

Get your local newspaper to provide free newspapers to hand out. You can set up at the entrance to your community or have the residents come into your office.

# January

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
					1	2
3	4 Doctors Community Hospital 11am – 2pm 0 guest cards	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2010

**Monthly Marketing**

- Partner Employer newsletter emailed.
- Community listings emailed to partner employers.

**NPEP Tip of the Month**

**Suggest employers!**

**Marketing Idea of the Month**

**Trash Pickup Day**

Have everyone leave the trash at their front door and have your staff pick up and throw away.

# February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Doctors Community Hospital 11am – 2pm 0 guest cards	2	3	4	5	6
7	8	9	10	11	12 Virginia Hospital Center 10am- 5pm 9 guest cards	13
14	15	16	17 Virginia Hospital Center 12pm- 2pm 0 guest cards	18	19	20
21	22	23	24	25	26	27
28						

2010

### Monthly Marketing

- Partner employer newsletter emailed.
- Community listings emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – The Strand of Alexandria.

#### *NPEP Tip of the Month*

**Make employees of our partner employers feel special!**

#### *Marketing Idea of the Month*

Sponsor a blood drive at your community. Not only will you be helping with the blood drive but your community will be advertised for free on the radio when they announce where the blood drive is being held.

# March

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1 Doctors Community Hospital 11am – 2pm 0 guest cards	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Sibley Memorial Hospital 11am – 2pm 0 guest cards	26	27
28	29	30	31			

2010

### Monthly Marketing

- Partner employer newsletter emailed.
- Community listings emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – Seven Springs Village.
- New flyer distributed to all partner employers.
- Employer visits: American Systems

#### *NPEP Tip of the Month*

**Give us postings about your community for our fan page on Facebook – Washington Apartment Discounts!**

#### *Marketing Idea of the Month*

Direct mail your competition. Order post cards with cute saying like – *“The grass is greener on the other side of the street!”* – For a community that is across the street from you.

# April

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
				1	2	3
4	5 <b>Doctors Community Hospital</b> 11am – 2pm 0 guest cards	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22 <b>Virginia Hospital Center</b> 11am-2pm 8 guest cards	23	24
25	26	27	28	29	30	

2010

**Monthly Marketing**

- Partner employer newsletter emailed.
- Community listings emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – The Vantage at Merrifield Town Center
- Employer visits: American Security Programs, Digicon

**NPEP Tip of the Month**

**Reply promptly and persistently to leads!**

**Marketing Idea of the Month**

Good Customer Service, this one of the best marketing tools. Be the one that says “Yes, we will” instead of “No, we won’t”.

<h1>May</h1>						
<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
						1
2	3	4	5 EPA 8:15am-3:00pm 0 guest cards	6	7	8 Arlington County Housing Fair 9am-2pm 2 guest cards
9	10 Doctors Community Hospital 11am – 2pm 0 guest cards	11	12	13	14	15
16	17 Sibley Memorial Hospital 9:00am-3:30pm 8 guest cards	18	19	20 Virginia Hospital Center 11am-2pm 1 guest cards	21	22
23	24	25	26	27	28	29
30	31					

2010

**Monthly Marketing**

- Partner employer newsletter emailed
- Community listings emailed to partner employers
- *NPEP Member News* emailed to employees – community highlight section – The Park at Arlington Ridge.
- Employer visits: CTSC, International Monetary Fund, Reston Association

**NPEP Tip of the Month**

**Make your Preferred Employer Discount your best discount!**

**Marketing Idea of the Month**

**Free Car Wash**

Have the staff dress casual and rotate everyone throughout the day to help wash resident's cars

**June**

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
		1	2	3	4	5
6	7 Doctors Community Hospital 11am – 2pm 0 guest cards	8	9	10	11	12
13	14	15	16	17 Independent Project Analysis 11am-1pm 0 guest cards	18	19
20	21	22	23	24	25	26
27	28	29 Virginia Hospital Center 11:30am- 1:30pm 4 guest cards	30			

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – Glen Oaks.
- Employer visits: Hyatt Dulles, NFL Players Association, Whitney, Bailey, Cox & Magnani, Hyatt Dulles

### *NPEP Tip of the Month*

**Keep listings handy to leasing staff to quickly and easily verify partner employers!**

### *Marketing Idea of the Month*

#### **Kid's Day**

Have all the children at your community come in for a movie and popcorn party. Set a couple of hours in the afternoon for them to watch a movie or have a local movie theater offer reduced price or free movie for the parents to take their children in the afternoon when show times are slow

# July

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
				1	2	3
4	5	6	7	8	9	10
11	12 Doctors Community Hospital 11am – 2pm 0 guest cards	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28 Virginia Hospital Center 11:30am- 1:30pm 0 guest cards	29	30	31

2010

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – Colvin Woods.
- Employer visits: Merchant Link

### *NPEP Tip of the Month*

Distribute NPEP flyers to all walk-in traffic!

### *Marketing Idea of the Month*

#### Friday Night Party

Invite your residents bring their favorite covered dish. You could also choose specific dishes like seafood, Mexican, or Italian...you might be surprised how good your residents can cook!

# August

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
1	2 Doctors Community Hospital 11am – 2pm	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Sibley Memorial Hospital 11:30am- 2:00pm	27	28
29	30 Doctors Community Hospital 11am – 2pm	31				

# 2010

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – TBD.

### Events TBD

- Virginia Hospital Center
- Sibley Memorial Hospital
- Arlington County Government
- American Security Programs
- Falcons Landing

### *NPEP Tip of the Month*

**Give us posting for our monthly employee newsletter!**

### *Marketing Idea of the Month*

Check with a radio station to do a live remote at your community. Some stations will do this free, you just have to call and ask!

# September

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

2010

**Regular Monthly Marketing**

- Partner employer newsletter emailed.
- Community listings emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – TBD.

**Events TBD**

- Dewberry
- Virginia Hospital Center
- University Physicians
- Doctors Community Hospital

**NPEP Tip of the Month**

**Request our Welcome Gift for your new NPEP residents!**

**Marketing Idea of the Month**

Contact your local restaurants to find out if they will offer your residents coupons for meals. You can hand out coupons to new residents and to residents who are renewing their leases. Another way to use them, have your maintenance professional leave the coupon with a copy of the work order after repairs with a note saying "We love our residents!"

# October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 Doctors Community Hospital 11am – 2pm	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2010

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – TBD.

### Events TBD

- Virginia Hospital Center
- Sibley Memorial Hospital

### *NPEP Tip of the Month*

**Keep your listing updated!**

### *Marketing Idea of the Month*

#### **Resident Referral Fee**

Offer your residents a referral fee for anyone they referred who moves this month. It can be a one time discount on their rent or a gift card from a local vendor.

# November

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1 Doctors Community Hospital 11am – 2pm	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

# 2010

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings emailed to partner employers.
- Holiday cards mailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – TBD.

### Events TBD

- Virginia Hospital Center

### *NPEP Tip of the Month*

**Honor your Preferred Employer Discount for all employees of our partner employers.**

### *Marketing Idea of the Month*

#### **Package Delivery**

Call each resident to alert them that they have a package and offer to deliver it to their apartment. Communities are typically slower this time of year and many residents are getting packages – a win-win!

# December

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
			1	2	3	4
5	6 Doctors Community Hospital 11am – 2pm	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2010