



PRESENTED BY



Small Acts, Big Impact: How Micro-Service Activations Differentiate Communities, Reduce Turnover, and Boost Retention



Meet Your Speakers



Adalyia Parker
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Founder
The 29:11 Project*



Alicia Holmes
Fractional CMO

Apartments are My Jam!



Adalyia Inspired to Build Hope



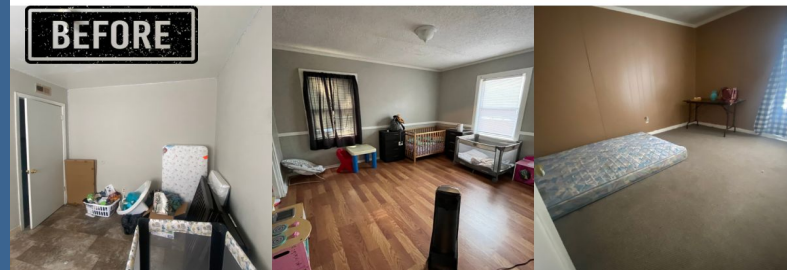


AFTER



MAKING ROOM FOR HOPE

BEFORE



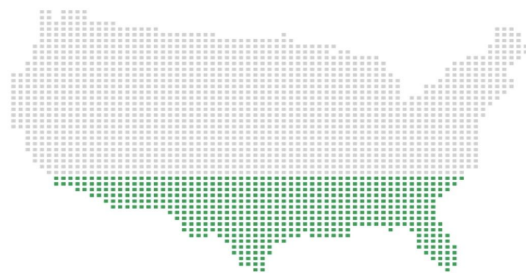
Alicia Holmes - Marketing, Sales, Morale, OH MY!



←
2021

→
2012

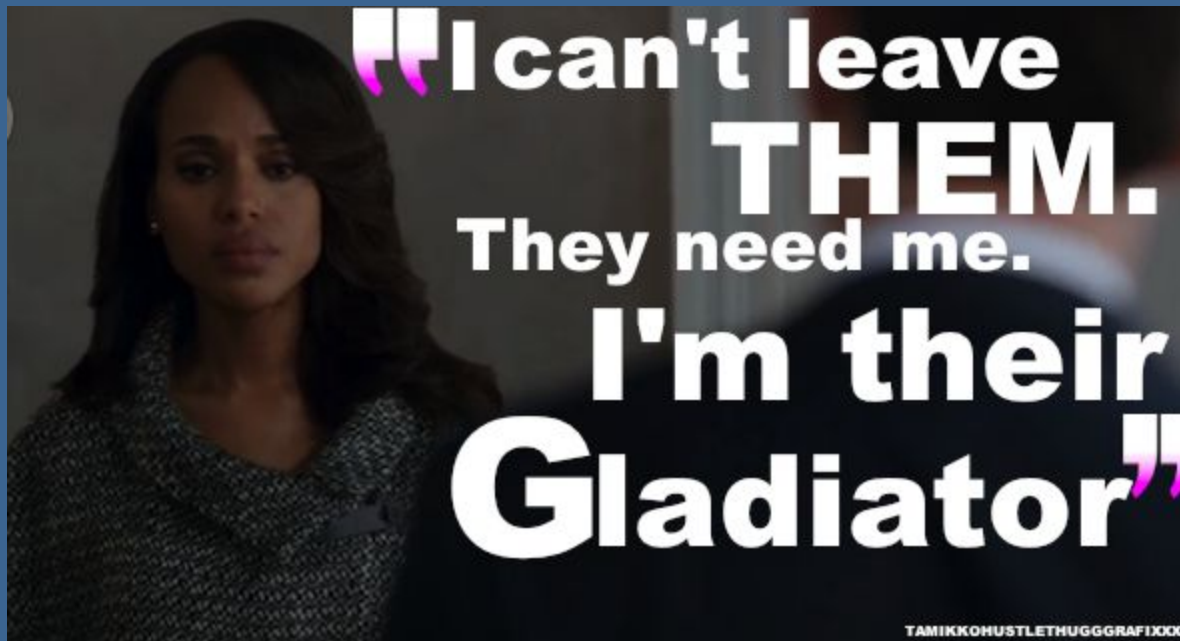




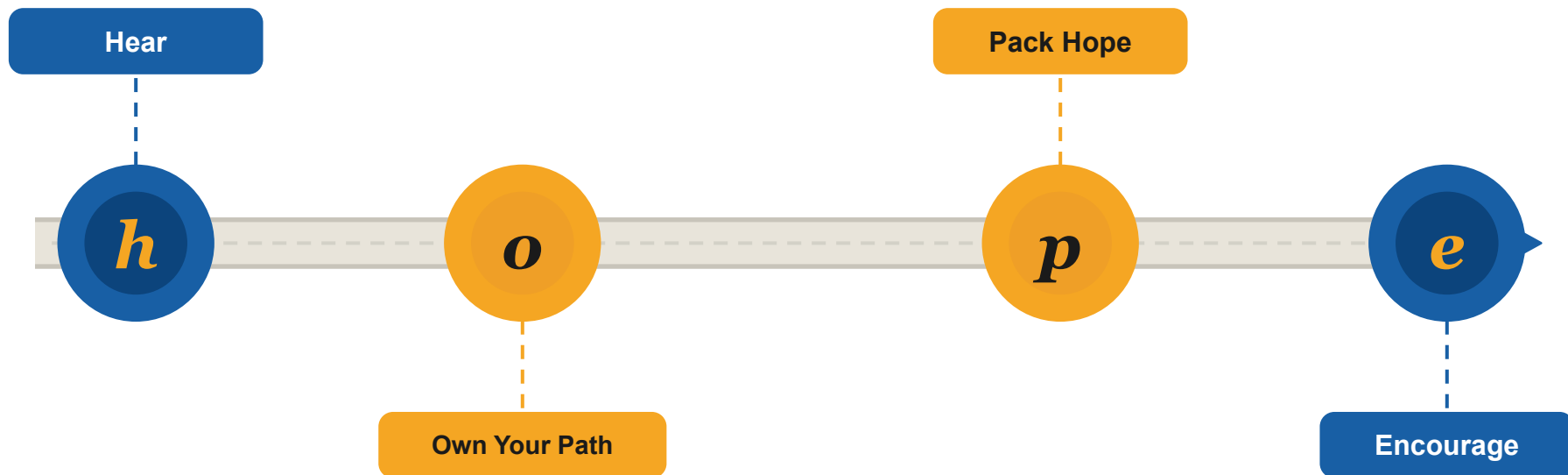
28%

of U.S. employees feel
burned out at work.

GALLUP®



Road Map to Hope



The Challenge: Loneliness and Burnout



Impact of Loneliness Epidemic



Teams are Reporting Increased Stress and Burnout

HUMAN COST

Stress + burnout

Rising onsite team exhaustion

Turnover

Staff leave faster than teams rebuild

Instability

Gaps in service, knowledge loss

Lower service quality

Weaker resident relationships

BUSINESS COST

Team instability rises

Institutional knowledge walks out the door

Resident trust erodes

Relationships break down over time

Service gaps widen

Response times slow, complaints rise

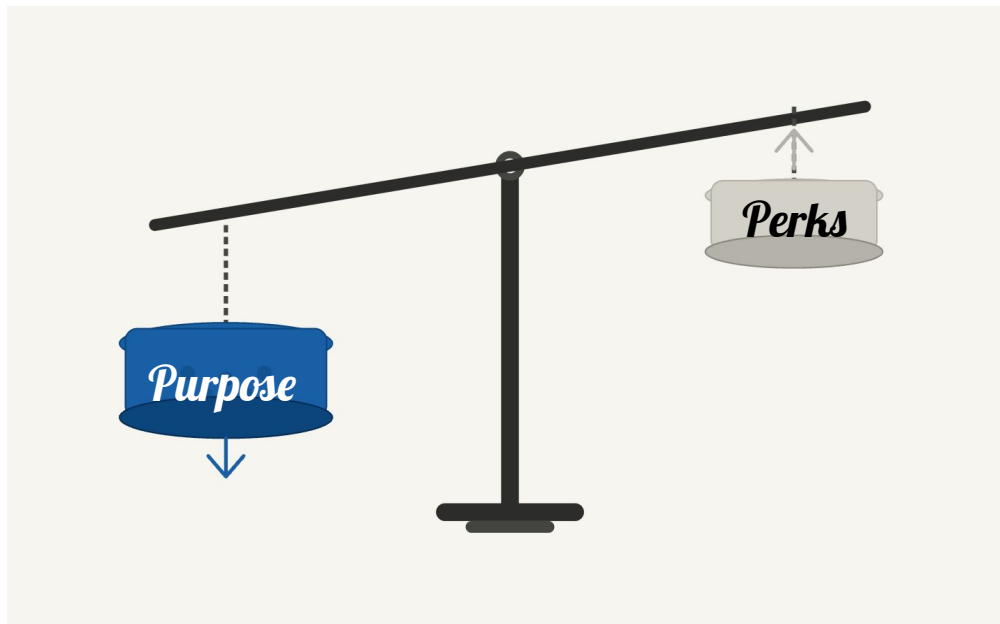
Lower occupancy + renewals

Disconnection costs you renewals

Burnout Comes at a Cost, For Everyone



Purpose Wins Where Perks Can't



Wanting to Belong





7x

more likely to be highly engaged at work when they have close personal friendships.

What is a Micro Activation?

*A short, structured activity
where people
do good together.*

Time-bound

Fits inside the life you already have

Clear + simple

No instruction manual required

Tangible outcome

You can see what you've done



What Actually Works?

Equal Opportunity

Everyone shows up the same way.
No skill floor. No skill ceiling.

Pack a bag. Write a note. Show up.

=

Low Lift

20 minutes of prep.
Easy to repeat.

Start small. Scale when it lands.

20

High Impact

People see and feel the result
immediately. No waiting.

Emotional payoff is the point.

!

Add to Events

Layer into resident events,
team meetings, conferences.

Don't replace. Enrich.

+

Own Your Path - A.I.M.S. Toward Hope

THE FRAMEWORK FOR BUILDING YOUR ACTIVATION



Align

Start with your passion

*Our activation supports **CAUSE** to serve **WHO***



Input

Constraints as strategy

*At **LOCATION** for **TIME** with # of **PEOPLE** on a budget of \$*



Make it happen

Execution design

*We will make **SERVICE ACTIVATION** using skills in **SKILL SET***



Share

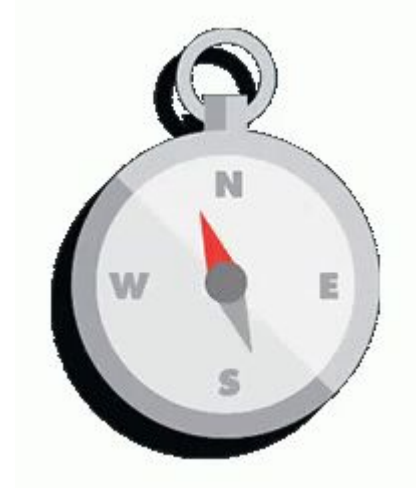
Measure + tell the story

*We will share **WHERE** and **HOW***



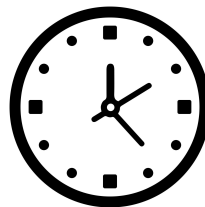
A - Align

- Start with *your* passion!
- What aligns with the mission of the organization?
- Who do you want to serve



Fill in: "Our activation is designed to *align* with our mission to support **CAUSE** and to serve **WHO**."

I - Input



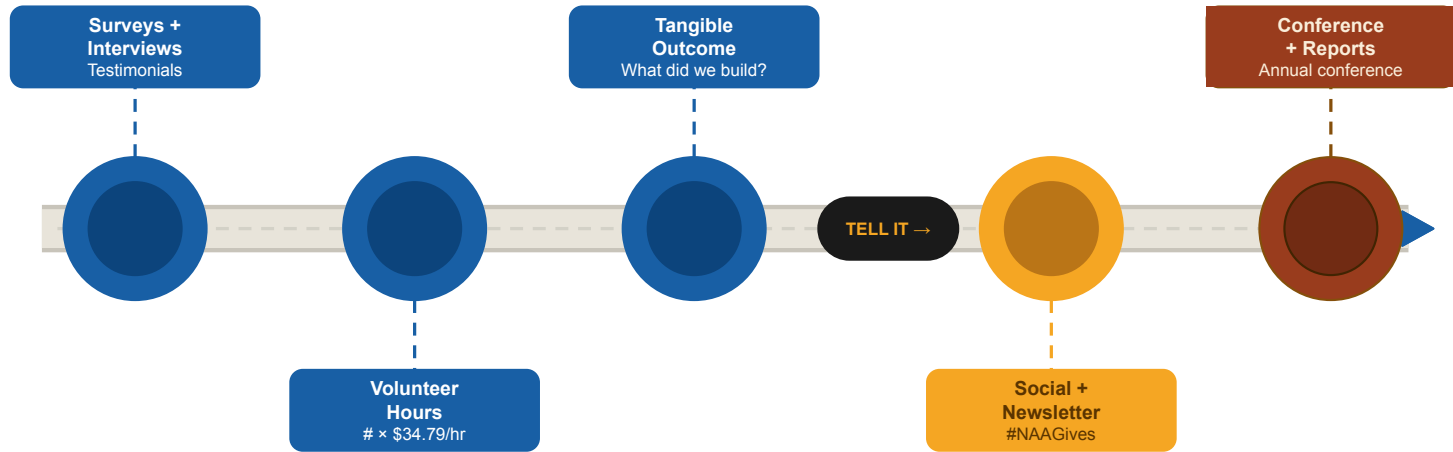
Fill in: “At **LOCATION** for **TIME** with **# of PEOPLE** on a budget of \$”

M - Make it Happen



Fill in: “We will make **SERVICE ACTIVATION** using skills in **SKILL SET**”

S - Share



Fill in: "We will share **WHERE** and **HOW**"

Let's Get Activated by Packing Hope Kits for Waymakers!

Our activation is designed to *align* with our mission to support **Waymakers** and to serve **Children Needing Emergency Services**.

At **AIM Conference** for **45 Minutes** with **50 People** on a budget of **\$250**.

We will make **Hope Kits** using skills in **Marketing and Social Impact**.

We will share **during our session at AIM** and **by teaching you our A.I.M.S. framework so that you can share with your companies to spread hope**.



Encourage - Taking Hope Home



Thank You for Building Hope!

