



Celebrate RPM Careers Week 2022!

July 18-22

RPM Careers Week has plenty of ways to recognize the amazing work of residential property management professionals, as well as share the benefits of RPM careers to attract new talent to the industry.

As part of the week, Apartment Onsite Teams Day on Wednesday, July 20, will be an opportunity to highlight the hard work of the vital onsite property teams that keep our communities thriving day in and day out.

Use these ideas to get your teams and communities ready for RPM Careers Week!



Brainstorm ideas: Talk with your teams about how to make RPM Careers Week special for your community. To get started, use these online and in-person engagement ideas at rpm.naahq.org/rpm-careers-week-toolkit.



Giveaways or free food: Thank your teams with fun giveaways and meals. Provide bagels or doughnuts. Hire a local food truck to come by for lunch. Or host a pizza party to show your teams you appreciate them.



Information session: Share the benefits of an RPM career by hosting an information session about working in the industry. Encourage your teams to invite their family and friends, and consider hosting a giveaway as a reward for attending.



RPM Careers Week challenges: Encourage your teams to take part in the challenges for the chance to win awesome prizes and gain recognition for their accomplishments. Submit your entries at rpmcareers.org/rpmcareersweek.



Promotion opportunities: You can let others know about RPM Careers Week using these web banners, sample text for blogs and newsletters, a sample press release and more in the toolkit. Access the toolkit at rpm.naahq.org/rpm-careers-week-toolkit.



Social media shoutouts: Use the materials in the RPM Careers Week toolkit or post your own photos and videos on social media throughout the week. Be sure to use the hashtag #RPMmoments during the week and #APTTeamsDay on Apartment Onsite Teams Day (Wednesday, July 20). RPM Careers might choose your content to share on its Facebook and Instagram.



Your credential journey: Now's the time to earn a credential to help further your career! During RPM Careers Week, use code RPM2022 for 25% off any Visto education course or credentialing program. If you already have a credential, share your journey with colleagues and encourage them to take the first step. Learn more at gowithvisto.org.

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