



Luke Day: Let's make a difference

June 15, 2026



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What is Luke Day?

An integral part of our brand identity and culture, NextHome wouldn't be the same without our beloved mascot Luke. In honor of his birthday, we have declared June 15th our company's annual day of community outreach – Luke Day.

We use this day as an opportunity to step away from our business and come together to serve our local communities. Luke Day is about collaboration and service, bringing people together to support a great cause.



Get Involved

In previous years, many of our NextHomies have organized pet adoption events, hosted vaccine clinics for local veterinary centers, or raised donations for our national charity partner, Canine Companions¹. Many offices have also organized community events and fundraisers, both in-person and virtual, to

¹ Learn more here: canine.org/nexthome

help the youth in their area. In this guide, you'll find a variety of ideas to help you host a successful Luke Day!

Let's Get Started

Participating in Luke Day takes planning and preparation so gather your fellow NextHomies and let's create this experience together. While the ideas below are a great starting point, we encourage you to make them your own.

Regardless of the direction you decide to take, we recommend wearing your Luke Day gear on this special day. The net proceeds of all Luke Day merchandise through our approved supplier will be donated to [Canine Companions](#), a wonderful organization we fully support. Let's add a splash of orange to our local communities!

Idea 1: Pet Adoption Event

1. Research local shelters or animal rescue organizations and contact them on how to get involved. Different organizations have their own policies and procedures so if a shelter is unable to achieve what you have in mind for Luke Day, continue your search. Don't get discouraged!
2. Once you have selected an organization and a location for your event, host a meeting with your NextHomies to share the details of your findings and to brainstorm ideas.
3. Contact your sphere of influence and inspire others to help promote your event. Reach out to mortgage professionals, title/escrow officers, home inspectors, etc. Your existing contacts could be interested in financially supporting your event so inquire with them about becoming a sponsor.
4. Once the location and time have been finalized, create a Facebook event and invite your friends and followers to celebrate Luke Day with you. Encourage the shelter/rescue organization to promote the event as well to tap into their sphere. Post flyers in local businesses, send evites to the contacts in your email list, and invite past/current clients and other businesses in your community to participate. Ask your fellow NextHomies to do the same.
5. Working with the shelter/rescue organization, choose one pet to serve as "Luke's Pick." Post photos and a brief story about the pet on social media to get traction and hopefully help Luke's Pick get adopted. You

could sponsor the adoption fee for this lucky pet. Once adopted, be sure to get a photo with the new pet owner(s) so you can share the success story on social media.

6. Coordinate with the local shelter/rescue organization on a list of items that they need. On Luke Day, arrange for a donation bin so people can drop off pet food, leashes, treats, toys, and other items from the shelter's wish list.



7. Create a marketing campaign incorporating social media, printed flyers and invitations, email communication, phone/text invites, etc. Work with the shelter to get photos and videos of the pets up for adoption and share them with the community.
8. Bring branded swag to give away. You could give away a stuffed Luke toy to each new pet owner after they have successfully adopted an animal. Purchase Luke key tags, coffee mugs, Koozies, and other promo goods to have on hand for your attendees. Consider building a raffle basket and randomly selecting a winner. Don't forget your Luke Day t-shirts and hats!

9. Create a photo booth opportunity for people to take pictures with their pets and Luke. Use [#HumansOverHouses](#) and encourage attendees to tag you/your office in their social media posts.
10. Arrange to have drinks and snacks at your event. Options vary from granola bars or cookies to BBQ and food trucks. Connect with local businesses to sponsor this portion of the event to help offset your expense.

Idea 2: Local Police Department K-9 Unit



1. Connect with local working dog organizations to see if there is a need to raise money for bulletproof vests for the dogs, their training program, veterinary care, etc. Gather information on what items they need most as well as available marketing materials that you can use to promote participation. Do they have any photos and videos that you can use to promote your donation drive?
2. Ask if a K-9 unit can stop by your event. You can use it as a photo opportunity for the people in the community, as well as share on social media. (NextHomies who hosted a similar event had K-9 puppies in training come by to socialize.)
3. Once the location and time have been finalized, create a Facebook event and invite your friends and followers to celebrate Luke Day with you. Encourage the working dog organization to promote the event as well to tap into their sphere. Post flyers in local businesses, send evites to the contacts in your email list, and invite past/current clients and other businesses in your community to participate. Ask your fellow NextHomies to do the same.
4. Create a photo booth opportunity for people to take pictures with Luke. Use [#HumansOverHouses](#) and encourage attendees to tag you/your office in their social media posts.
5. Arrange to have drinks and snacks at your event. Options vary from granola bars or cookies to BBQ and food trucks. Connect with local

businesses to sponsor this portion of the event to help offset your expense.



Idea 3: Canine Companions

1. Once the location and time of your fundraising event have been finalized, create a Facebook event and invite your friends and followers to celebrate Luke Day with you. Encourage your local Canine Companions chapter to promote the event as well to tap into their sphere. Post flyers in local businesses, send evites to the contacts in your email list, and invite past/current clients and other businesses in your community to participate. Ask your fellow NextHomies to do the same.
2. Donations for Canine Companions can be accepted in-person and online. Directing attendees to canine.org/nexthome is an easy and secure way to give.
3. Determine a fundraising goal for your event and post regular updates throughout the day letting everyone know how close you are to hitting it.
4. Create a photo booth opportunity for people to take pictures with Luke. Use [#HumansOverHouses](#) and encourage attendees to tag you/your office in their social media posts.

5. Arrange to have drinks and snacks at your event. Options vary from granola bars or cookies to BBQ and food trucks. Connect with local businesses to sponsor this portion of the event to help offset your expense.

Idea 4: Vaccine Clinic

1. Reach out to local veterinary offices or rescue centers to see if they offer on-site vaccine clinics and inquire about having them come to your office or other preferred location on Luke Day.
2. Create a co-branded marketing effort between the veterinary office and your office to boost involvement. Create a co-branded marketing campaign with the vet office to boost involvement. Incorporate social media, printed flyers and invitations, email communication, phone/text invites, etc.
3. Once the location and time have been finalized, create a Facebook event and invite your friends and followers to celebrate Luke Day with you. Encourage the vet office to promote the event as well to tap into their sphere. Post flyers in local businesses, send evites to the contacts in your email list, and invite past/current clients and other businesses in your community to participate. Ask your fellow NextHomies to do the same.
4. Create a photo booth opportunity for people to take pictures with Luke. Use [#HumansOverHouses](#) and encourage attendees to tag you/your office in their social media posts.
5. Arrange to have drinks and snacks at your event. Options vary from granola bars or cookies to BBQ and food trucks. Connect with local businesses to sponsor this portion of the event to help offset your expense.



Idea 5: SPCA or The Humane Society

1. Reach out to your local SPCA or Humane Society chapter for information on organizing a Luke Day event to support them.
2. Choose a location. A donation drive can be held at your office, local PetSmart/Petco, or at a shelter/animal rescue location.
3. Once the location and time have been finalized, create a Facebook event and invite your friends and followers to celebrate Luke Day with you. Encourage your local SPCA or Humane Society chapter to promote the event as well to tap into their sphere. Post flyers in local businesses, send invites to the contacts in your email list, and invite past/current clients and other businesses in your community to participate. Ask your fellow NextHomies to do the same.
4. Coordinate with your selected organization on a list of items that they need and include the information on your invitations. On Luke Day, arrange for a donation bin so people can drop off pet food, leashes, treats, toys, and other items from the shelter's wish list.
5. Bring branded swag to give away. Purchase stuffed Luke toys, Luke key tags, coffee mugs, Koozies, and other promo goods to have on hand for your attendees. Consider building a raffle basket and randomly selecting a winner. Don't forget your Luke Day t-shirts!
6. Create a photo booth opportunity for people to take pictures with Luke. Use [#HumansOverHouses](#) and encourage attendees to tag you/your office in their social media posts.
7. Arrange to have drinks and snacks at your event. Options vary from granola bars or cookies to BBQ and food trucks. Connect with local businesses to sponsor this portion of the event to help offset your expense.

Idea 6: Dog Washing Station



1. Choose a location. A dog washing station can be held outside your office, local PetSmart/Petco, or at a local business center as long as they have water hose access.

2. For liability purposes, this idea would work best if you set up bathing stations for people to bathe their own pets vs. you doing the grooming. You could arrange tin bins, gather a spray nozzle and hose, pet-safe shampoo, slip leashes, dog bandanas, brushes/combs, treats and toys, and set up a blow-drying station.

3. Once the location and time have been finalized, create a Facebook event and invite your friends and followers to celebrate Luke Day with you. Post flyers in local businesses, send evites to the

contacts in your email list, and invite past/current clients and other businesses in your community to participate.

4. Create a photo booth opportunity for people to take pictures with Luke. Use [#HumansOverHouses](#) and encourage attendees to tag you/your office in their social media posts.
5. Arrange to have drinks and snacks at your event. Options vary from granola bars or cookies to BBQ and food trucks. Connect with local businesses to sponsor this portion of the event to help offset your expense.



Idea 7: School Supplies Drive

1. Contact local schools to inquire about the supplies they need most. Once you have selected the school(s) you wish to focus on, host a meeting with your NextHomies to share the details of your findings and brainstorm ways to help.
2. School teachers are usually looking for crayons, play-doh, books, glue sticks, markers, paints, rulers, puzzles, notebooks, pencils, and pens. Organize the most-needed items list together in a way that you can easily share with others.
3. Contact your sphere of influence and inspire others to help promote your event. Ask them to participate by dropping off supplies at a predetermined location on Luke Day. You could try to fill several large bins, a truck bed, or another container to show participants the progress.
4. Try to create a competition among local businesses and individuals, offering a small prize to whoever collects the most supplies. Alternatively, you could consider accepting monetary donations.
5. When your school drive is complete, ship or deliver your collected items to the school(s). Delivering them in-person would give you an opportunity to take photos to share with your donors.
6. Follow up with everyone who supported your drive: let them know how many supplies were collected, how many kids will be able to participate

in classroom activities. If you organized a contest, follow up with any winners.

Idea 8: Adopt a Classroom

1. With many teachers having to purchase basic school supplies for their students out of their own pockets, adopting a classroom is a great way to aid in those expenses.
2. To get started, either contact the school directly to see if they have a program in place (if not, be prepared to pitch how you plan to donate), or go through a program like [AdoptAClassroom.org](https://www.adoptaclassroom.org).
3. Once a classroom(s) is chosen and a plan is in place, it's time to promote your event. Connect with your team to brainstorm ideas on what the rollout should look like, what is the goal, how long you want to hold the fundraiser for, how to present the collected money, etc.
4. Be sure to have a singular place for people to donate to in order to accurately track how much proceeds are coming in.
5. Encourage each member of your team to promote the fundraiser on their social channels to reach a larger audience. You can also share marketing materials with the teachers who will be supported, school representatives, and local businesses.
6. Once the fundraiser has closed, coordinate with the school how you would like to present the donation. If in person, be sure to wear your Luke Day and NextHome swag and take lots of pictures to share with the sphere that helped with the proceeds.





Idea 9: School Lunch Programs

1. This idea can go a few different routes depending on your school district and what they may already have in place or would want to create. Options could be raising funds to provide free lunches, or being the ones making the lunches.
2. Working directly with the local school you want to volunteer at/donate to is crucial to ensure your efforts are going to the right place. There are many amazing national organizations whose mission is to provide many of the opportunities addressed above, but you want to make sure your local school is involved with those organizations first to ensure proceeds go back to your community.
3. Meet with your team, in-person or virtually, to hash out a game plan. Everything from social media campaigns to door-knocking local businesses to help donate. Your sphere may also want to get involved if you're planning to donate your time to making lunches, so have sign-up sheets ready.

4. If local businesses donate, consider creating stickers they can place in their windows to show their participation. Branding it back to Luke Day is a great way to have exposure around town.
5. Depending on what route you go with, the school may have already had an online account to donate to or have a specific person/program to write checks to. If not, set up a singular online account for proceeds, and put one person in charge of cash/check donations.
6. Be sure to have a specific timeline in place on how long you want to run the fundraiser, or during what time period you want to volunteer considering these programs can run year-round.
7. If doing in-person volunteering, wear Luke Day and NextHome swag and, of course, take lots of pictures.
8. Once your event has concluded, ask the school for data on how many meals your donation contributed to and share with your sphere and those who donated.

Idea 10: Donations for Foster Kids



1. Every community has foster kids in need of supplies. Depending on their age, these needs can range from everyday essentials like clothes and personal hygiene items to school supplies and electronics. The best way to learn how you can support local kids in the foster care system is to connect with local resources to inquire what would be the most beneficial items to raise money for or donate.
2. Once you have the list of items that foster kids are in need of in your area, it's time to brainstorm how you want to accept donations, as well as when the fundraising should start and end.
 - a. Create a designated "dropoff spot" for people to donate items. Once a location is set, create dropoff hours and have participants sign up for shifts.
 - b. Set up a donation link as well as a designated person to accept cash/check donations.
3. To get the word out about what items are needed and where to donate money, social media is the way to go. Create fun graphics for your team

to share with their spheres, don't forget to include the W's (who, where, what, why, and when).

4. When collecting physical items, keep track of what is being received and separate them per category. This not only helps organize donations for when the items are given to local foster care centers, but it's also great to share how many of each thing was donated to share after the event to raise awareness and let donors know the difference they made. Be sure to wear your Luke Day gear and other NextHome swag and take lots of pictures!
5. With monetary donations, check with your point of contact if the money should be donated as is, or spent on additional donated items.

Idea 11: Sponsor Graduating Seniors

1. Get in touch with the local high school(s) administration to see what would be the best avenue to support graduating seniors. The school(s) may already have plans in place that you can assist with. If not, select students by presenting an application, similar to a scholarship, so those who are interested and in need can apply.
2. Create your plan - when you'll start, how you'll get the word out, deadlines for applications, deadlines for fundraising, etc.
3. As for what they would receive, money is always a great aid, but there are other ways to support them whether they're heading to college, trade school, or the workforce:
 - a. Interview clothes
 - b. A new laptop or other electronics
 - c. Tools for a specific trade
 - d. Dorm/apartment supplies
 - e. Amazon Prime subscription or similar services
 - f. And more



4. Funds can be sponsored out-of-pocket, by your business and other local businesses, or fundraised by the local community and your sphere of influence.
 - a. Out-of-pocket: Each person on the team who wants to participate can donate.
 - b. Local businesses: If you're looking to reach out to other local businesses, prepare a presentation that showcases each applicant and how they can help.
 - c. Fundraiser: Promote your cause on social media and how the community/your sphere of influence can help. Provide specific information on what they should donate and where. **Only post about specific applicants if a disclaimer is added to the application.*
5. Once it is time to present the donations, make sure the selected student(s) receive the special recognition they deserve for all their hard work in obtaining a high school diploma. You can present them in various ways, get creative!
 - a. Host a catered dinner/potluck/etc. to celebrate the constituents.
 - b. Hand-deliver to them decked out in NextHome gear.
 - c. Arrange for members of the community to drive by the senior's home with decorations on their car, celebrating their achievements.
 - d. Organize and record a special video from their teachers.

Idea 12: Emergency Food Bank

1. Food banks collect and distribute food to those in need. They vary from small operations to large facilities and everything in between. Usually designated as a 501(c)(3) non-profit organization, food banks often need help from volunteers year-round.
2. There are a few different ways to support your local food bank.
 - a. Volunteer your time and spend Luke Day working there, unpacking boxes, helping in the kitchen, distributing food, cleaning up, etc.
 - b. Organize a fundraising event with all donations going to the food bank so the foundation can purchase the items they need most as needed.
 - c. Start a food drive and collect items that your local food bank would be willing to accept.
3. Gather your NextHomies to share your plan and enlist them as volunteers. Reach out to other community organizations, churches, real estate brokerages, appraisers, home inspectors, mortgage lenders, closing companies, anyone and everyone in your sphere of influence who might be interested in volunteering their time or donating funds or food items.
4. Print flyers and share them with everyone who will be helping you, create a Facebook event, send at least two to three emails to your sphere letting them know about your efforts and how they can get involved.
5. If you decide to approach it as a food drive, connect with your local food bank on their needs. Most will accept nonperishable items such as peanut butter, canned soup, canned fruit and vegetables, canned beans, pasta, rice, etc.
 - a. Directing everyone's donations to one location for drop-off would allow you to track your progress. It also creates an opportunity to



- take photos of your efforts and post regular updates on social media, gathering more participants in your food drive.
- b. Holding the food drive open for several days would allow you to collect more items. Be prepared for people to deliver items even past your advertised deadline.
6. Regardless of which direction you select, discuss your plans with the food bank ahead of time so they can help support your efforts. They likely have a Facebook page where they can share information about your event for further promotion.



Idea 13: Grocery Delivery for Neighbors

1. Seniors and people with disabilities in our communities rely on help from volunteers when it comes to grocery shopping and delivery. It's a way to offer assistance and independence to those who are not able to drive or carry heavy bags.
2. While there are online services available to help with this task (Instacart, Amazon Fresh, Walmart Postmates, FreshDirect, etc.), these options often have limited service areas or service fees. Luke Day offers an

opportunity to lend a hand, maybe even develop long-lasting relationships with seniors, people with disabilities, and other members of your community that can last year-round.

3. You could approach this idea as a fundraiser, then with the collected funds, you could sign up neighbors in need for:
 - a. Meal kit delivery services such as Blue Apron, Hello Fresh, Sun Basket, Plated, and other similar options. These companies will deliver pre-portioned ingredients and the accompanying recipes.
 - b. Prepared meals programs such as Munchery, Freshly, Sunfare, and others. These services will ship them prepared meals that simply need to be heated up and eaten.
 - c. Arranged restaurant delivery through GrubHub, DoorDash, UberEats, etc. Lots of restaurants offer their own delivery services, but for those that don't, you can often find them through these companies.
 - d. Meals on Wheels, depending on whether the program is available in your area.
4. You could create a Google Form or TypeForm distributed through Facebook or Nextdoor where neighbors in need can request your help and the help of any other volunteers you organize for Luke Day, listing the grocery items they prefer and the information on where to deliver them, free of charge to the recipient.
5. In some areas, you will find that your county might have a program in place - an infrastructure you can tap into and help deliver groceries to residents of your community.

Promoting Your Event

We prepared a list of ideas on how to spread the word about your Luke Day event. Feel free to use some or all of our suggestions to create a timeline that works best for you.

5+ Weeks Prior

- Share the details of your event with NextHome Corporate by emailing MemberServices@NextHome.com
- Determine capacity & organize your invitation list

- Past & current clients
- Friends, family and neighbors
- REALTORS® in your local market and Board of REALTOR® staff
- Professional affiliates (loan officer, title/escrow rep, home inspector, etc.)
- Elected officials
- Media sources (newspaper, news station, local magazines, city social pages)
- School board
- Rotary club
- Other local associations
- Outline your promotion strategy
 - Create a Facebook event
 - Draft a direct mail postcard announcement
 - BombBomb video email
 - Standard email invitation/reminders
 - MLS event announcement
 - Phone calls to local agents/brokerages
 - All agents in your office to invite current & past clients via phone and email

5 Weeks Prior

- Hire staff (as needed, depending on budget)
 - Photographer
 - DJ or live band
 - Catering company
- Invite local companies to sponsor and host a booth at your event in exchange for covering catering
- Organize a dessert bar with Luke cookies, cake pops, orange candy, etc.
- Order promotional items to display/give away
 - Luke Day t-shirts and hats
 - Luke mylar balloons & NextHome latex balloons
 - NextHome pens and notepads
 - Luke magnets & lapel pins
 - Reusable tote bags
 - Koozies
 - Luke stress balls
 - Luke temporary tattoos
 - Luke cookies
 - Stuffed Luke toys
 - NextHome baseball hats

	○ NextHome mugs & drinkware ○ Raffle basket items/Gift cards for giveaways ● Order materials for the marketing table ○ Business cards² ○ UV protected property flyers and postcards ○ Company tri-fold brochures ○ NextHome folders ○ Buyer Presentation and Seller Presentation in Unibind books ○ Yard sign and colonial post with stand³ ○ Bed / Bath / Parking rider, Sold rider, Agent rider, Mobile Connect rider ○ For Sale and Open House signs ○ Feather flags ○ Corrugated Luke signs with customized collar tags
4 Weeks Prior	● Send out your invitations based on strategies outlined above ● Promote, promote, promote! ● Rent tables and chairs, if needed ○ Arrange swag items on the tables to encourage people to use them ● Rent a helium tank to blow up balloons ● Rent a bounce house, if your location supports it
3 Weeks Prior	● Follow up on initial invitation ○ Post regular updates in your Facebook event, personal profile and business page ○ Send follow up email and continue promotion ● Purchase plates, napkins, disposable cups, utensils, tablecloths, garbage bags/cans ● Create a slideshow to play during the event, if your location supports it ○ Include photos of clients holding Luke, yard signs, fellow agents, Luke interacting in the community, buyer and seller videos, marketing packages, etc.

² Available through NextHome's designated vendor here: <https://intranet.nexthome.com/Marketing/BrandingCenter>

³ All signage available through NextHome's designated vendors: <https://oakleysign.com/nexthome>, <https://deesign.com/NextHome> and <http://lowensign.com/nexthome>

2 Weeks Prior	● Follow up on initial invitation ○ Post regular updates in your Facebook event, personal profile and business page ○ Send follow up email and continue promotion
1 Week Prior	● Follow up on initial invitation ○ Post regular updates in your Facebook event, personal profile and business page ○ Send follow up email and continue promotion ● Build a custom BoldTrail landing page to capture attendee contact information
The Day Of	● Go Facebook Live to drive last minute attendance ● Take lots of photos and videos
The Day After	● Post event photos on social media and tag people ● Send out thank you cards to attendees ● Follow up with contacts captured from your BoldTrail landing page

Thank You

On behalf of Luke, we thank you for using his orange powers for good. You already serve the people in your communities by helping them find their next home. Thank you for spending Luke Day further driving the [#HumansOverHouses](#) movement forward!