



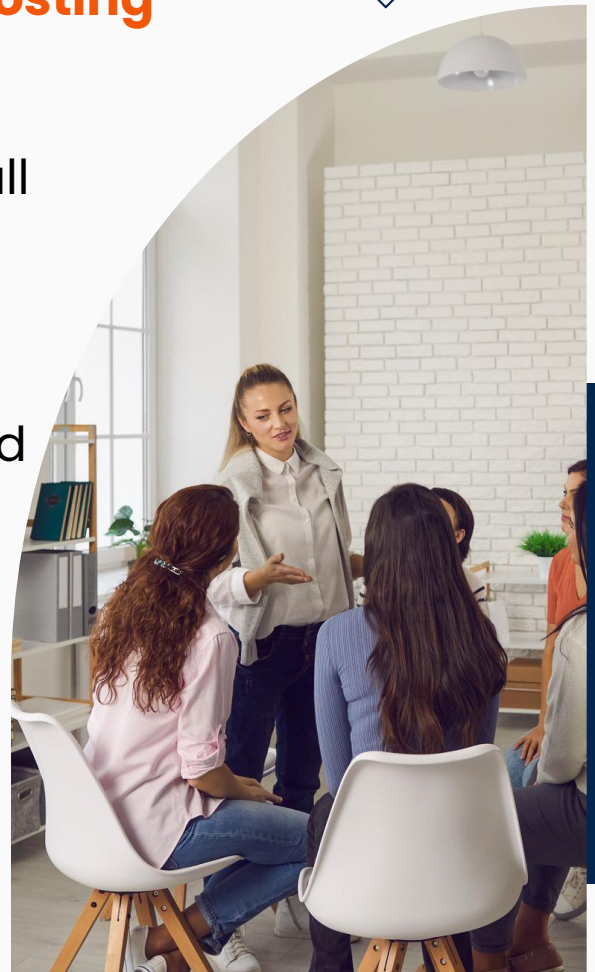
THE ENGAGEMENT AUDIT CHECKLIST

10 Things Your Activity Program Might Be Missing—And How They're Costing You Participation



Senior living needs more than a full calendar—it needs magnetic engagement. Use the checklist on the next page to see where your program shines and where it could use some Heyday coaching.

Check each item that applies to your activities program. Be honest—this is about growth, not perfection. When you're done, tally your checkmarks and review your score below.



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B

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SECTION 1: Purpose & Participation

Ask yourself — are we just keeping people busy, or are we creating meaningful moments?

☐ At least 30% of our activities are purpose-driven.

(Not just games and crafts — we offer programs that support connection, creativity, and contribution.)

☐ Residents help shape or lead our programs.

(Resident councils, project leaders, volunteer roles — they're not just participants, they're partners.)

☐ Our calendar tells a story — not just a schedule.

(Do you create themes, narratives, or experiences that build excitement each week or month?)

SECTION 2: Team & Planning

A drained team can't create energized experiences.

☐ We have protected time for planning and creative thinking.

(Your team deserves space to brainstorm and dream — not just scramble.)

☐ Resident and staff feedback is used monthly to shape our calendar.

(Engagement is a conversation — not a one-way delivery.)

☐ We track participation and engagement beyond attendance.

(Are people having fun? Do they stay for the whole event? Are smiles happening? Measure that.)

SECTION 3: Innovation & Connection

Fresh ideas and deep relationships drive everything.

☐ We regularly host multi-sensory, immersive programs.

(Think themes with music, decor, food, dress-up — not just announcements and activities.)

☐ New programs or themes are introduced at least monthly.

(If the calendar hasn't changed much in 6 months... your residents probably noticed.)

☐ We offer programs that foster connection — not just activity.

(Speed friending, storytelling, collaborative games — something that brings people together.)

TALLY YOUR SCORE

■ 0–4: Time for a Tune-Up

You're showing up — but there's room to re-energize your program with purpose and play.

■ 5–7: You're on the Path

There's momentum here! With a few tweaks, your program could truly stand out.

■ 8–10: Heyday Hero

You're on fire — but what if we could help you go even further?

Your total score is: _____

Ready to Take It to the Next Level?

Book Your Free Consultation with Monica B -Heyday Activities & Events Founder:

<https://calendly.com/heydayjax>



Because every day should feel like a Heyday!!!