Case Study

New Pond Village

Campaign: Waitlist Program

NEW POND VILLAGE
A Benchmark Lifecare Community

Engaging the Future: How EVR Elevated New Pond Village's Waitlist Experience

Overview

New Pond Village, a continuing care retirement community in Walpole, Massachusetts, faced a unique opportunity as its occupancy neared capacity in early 2023, with only one-bedroom apartments remaining. To effectively manage this high demand and sustain interest among prospective residents, EVR Advertising collaborated with the community to develop an exclusive, thoughtfully curated waitlist program. This initiative was designed not only to maintain engagement but to immerse waitlisted individuals in the vibrant lifestyle and community spirit that define New Pond Village.

Objective

The community sought to implement a streamlined, impactful program that would seamlessly integrate with the existing responsibilities of its sales team, culinary staff and community leaders.

The key objectives were to:

- Deliver a cost-efficient, personalized experience that would resonate with waitlisted prospects.
- Keep individuals actively engaged and connected while they await their preferred apartment availability.
- Offer an authentic preview of life at New Pond Village to cultivate enthusiasm and foster a sense of belonging well before move-in.

Strategic Approach

EVR Advertising created a branded program with a thoughtful mix of touchpoints intended to guide prospects from the moment they join the waitlist all the way through to move-in. This blend of virtual and in-person experiences was designed to capture the warmth, friendship and lively community spirit that make New Pond Village special. The main goal was to build an authentic sense of belonging and excitement, helping prospects feel connected and eager to embrace the New Pond Village lifestyle.

Tactics

Premier Access Club

At the heart of the wait list initiative was the launch of the Premier Access Club—a branded membership experience for future residents. Designed to make the wait feel like a warm welcome, the club offers exclusive benefits, including access to enriching programs, gourmet dining experiences and opportunities for prospective residents to immerse themselves in the vibrant campus lifestyle and community. Positioned as the first step toward becoming a resident, the Premier Access Club helped turn interest into active engagement.

- **Distinct Brand Identity:** Created a clear and consistent brand style for the waitlist program, ensuring all communications and materials had a unique look and feel that set this initiative apart from other marketing efforts.
- **Comprehensive Journey Mapping:** Designed a high-level engagement roadmap outlining key interactions throughout the wait period, including:
  - Personalized welcome packets that introduced the community's ethos and program benefits, accompanied by a warm and inviting welcome letter, branded name badge and lanyard.
  - A thoughtfully paced email drip campaign to maintain consistent communication and build excitement.
  - Invitations to exclusive events and curated experiences, enabling prospects to connect with current residents and explore campus amenities firsthand.
  - Select gifts and orientation materials fostering a sense of membership and early community integration.
- **Seamless Community Collaboration:** Worked closely with the New Pond Village staff to align the program with daily operations, ensuring all activities enhanced rather than disrupted existing workflows.

Results

Within its first year, the New Pond Village waitlist nearly doubled in size, showing strong engagement and clear interest in the program. Projections for the second year anticipate an additional 54% growth, underscoring sustained momentum and value.

Participant testimonials reflect the program's profound impact:

"The gathering New Pond Village hosted was truly meaningful to [spouse] and me. We felt genuinely valued and welcomed—it was clear we were already considered part of the community. Experiencing such genuine hospitality was deeply moving."

—Waitlist Participant

Summary

The New Pond Village waitlist program continues to grow, supported by a steady cadence of thoughtful touchpoints. EVR assists with planning events for waitlist members, creating meaningful gifts that reflect the community's culture and managing ongoing email communications. These efforts help keep prospective residents engaged and connected, nurturing their relationships with the community well before move-in and supporting a smoother transition to life at New Pond Village.

EVRadvertising.com

155 Dow Street, Suite 300
Manchester, NH