



**Post Mortem Race Report and
Reimbursement Submission
Jan 5, 2016**

Believe! 2015 Race Overview

- The 10th annual Believe! race was run Saturday, November 28th, 2015 in downtown McKinney
- The community event was co-marketed alongside *Home for the Holidays* the annual downtown McKinney shopping and holiday event weekend.
 - The race has drawn 40% of participants outside the McKinney area to stay to eat and shop at the event after the race.
- All race proceeds benefit the Holy Family School (HFS) in McKinney, TX. Funds used to supplement scholarship funds for families in need.
 - The MCDC grant allowed a higher donation to be given to HFS which will impact more families within McKinney. This is more critical than ever with the expansion of the Samaritan Inn
- The total donations from 2015's effort to HFS are \$19,000, and this is \$4,000 over the 2014 donation to HFS.
 - This increase occurred despite the very difficult race day weather (38 degrees and rainy). Only 3 race day registrations were collected, and with good weather race day registrations was 45 in 2014.
- The total spend against the MCDC grant we are seeking reimbursement for is \$3,592.42.

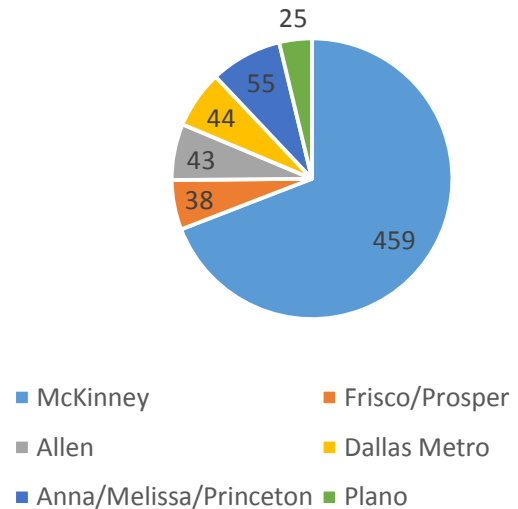
The board of the Believe! 2015 Race would like to thank MCDC for their significant contribution and support for our event!

Believe! Race Participation

- The inclement weather significantly impacted the number of later registrants and walk up participants.
- However ongoing marketing and PR efforts drove higher engagement and faster registrations year over year

	2014	2015
Registrants	806	801
Walk-Ons	<u>45</u>	<u>3</u>
Total	851	804

2015 Race Registrants



In 2015:

- 61 fewer runners were from McKinney than 2014, making up 57% of participants
- 30% of runners were from broader DFW area, including increases from Frisco, Allen, and Dallas Metro
- 13% of runners were either from outside the DFW area or from other states

Believe! 2015 Marketing Efforts

- MCDC funds were utilized to drive awareness of the race and registrations via www.playtri.com/Believe
- All websites and social pages carried the MCDC logo and copy required by the grant agreement.
- Tactics included:
 - Paid Facebook targeted advertising 10/26/16 – 11/30/15, and ongoing organic Facebook posts driving education and engagement to grow followers to ww.facebook.com/BelieveRunMckinney
 - Press packet materials that were sent to all local broadcast TV and newspaper channels, resulting in placements in Community Impact newspapers and a TV spot on NBCDFW's programming.
 - Paid print advertisement in Frisco's Community Impact newspapers, jointly coordinated with Downtown's *Home for the Holidays* placement.
 - Posters, yard signs and flyers given out at additional local races, hung in merchant windows, church bulletin boards, and YMCA.
 - Multiple emails to past participants

Facebook Performance

- For this promotion we targeted 3 groups of people:
 - Runners/running enthusiasts
 - Family event goes
 - Family fitness enthusiasts
 - All targets were DFW metro, but outside the McKinney zip codes
- We tested three different ads, with “Apple Pie” and “Runners – driving a very healthy click through rate of over 2.2%
- The “Believe Logo” ad did not perform as well receiving a 1.6% click through rate and a higher cost per click
- Key learning is to find visuals that connect immediately with the audience.
- The campaign reached 45,071 individuals and drove 5,160 clicks through to the website/registration.
- Total campaign spend was \$2,050.

The image shows a screenshot of the Facebook page for 'Believe Run McKinney Community'. The page header includes the name 'Believe Run McKinney', a search bar, and the user 'Michelle' with a 'Home' button. Below the header are navigation tabs for 'Page', 'Messages' (3), 'Notifications' (24), 'Insights', and 'Publishing Tools'. The main content area features a large photo of a crowd at a running event with a Santa Claus figure. A 'Believe Run McKinney Community' logo is overlaid on the photo. Below the photo are buttons for 'Create Call to Action', 'Liked', and 'Message'. The page also shows a 'Timeline' section with a post from December 4 at 9:17am. The post text reads: 'Thanks to everyone who supported the 2015 Believe! Run. We had hundreds of folks turn up even in the bad weather to run the race and kick off the holiday season. See you next year!'. Below the text is a large yellow smiley face emoji and the text 'Thank You!!!'. On the left side of the page, there are several utility buttons: '25% response rate, 19-hours response time', '341 likes this week', '48 post reach this week', 'View Pages Feed', 'Invite friends to like this Page', and 'Boost Your Page for \$10'.

Facebook Ad Samples

Believe Run McKinney
Sponsored · 🌐

Participate in the 10th annual Believe! run in historic downtown McKinney. A family-friendly 5k and 10k. Register today!



Believe Mckinney 5K, 10K, and 1 Mile Fun Run
Join us the Saturday after Thanksgiving and help us support the children of McKinney.

WWW.PLAYTRI.COM

Like Comment ↗ Share

“Runners”

Believe Run McKinney
Sponsored · 🌐

Running our 5k will burn off at least one slice of Apple Pie!



Believe Mckinney 5K, 10K, and 1 Mile Fun Run
Join us the Saturday after Thanksgiving and help us support the children of McKinney.


WWW.PLAYTRI.COM [Sign Up](#)

Like Comment ↗ Share

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[Sign Up](#)

DM ↗ Share

“Believe Logo”

Community Impact Frisco Sample

- Ad ran as vertical placement on 11/12/15, page 43 in “calendar of events” section
- Distributed to all 59,000 households in Frisco, TX

CITY OF MCKINNEY'S
HOME FOR THE
Holidays

A MCKINNEY CHRISTMAS

THANKSGIVING WEEKEND
NOV. 27-29

30-FOOT REAL TREE!
LIGHTING FRIDAY AT 6:15 P.M.
HISTORIC DOWNTOWN MCKINNEY

SANTA, SHOPPING & HOLIDAY FAMILY FUN

10th Anniversary of Believe!
5k and 10k Race

2015
BELIEVE
Est. 2006

Saturday, November 28th
in historic downtown
McKinney, Texas

Race types: 5k, 10k, 1 mile,
Children's **FREE** Santa Chase

Register today: www.playtri.com/believe
registration includes free race shirt if you register by 11/22

Proceeds go to sponsor pre-school
scholarships at Holy Family School

"Like us on Facebook" www.facebook.com/BelieveRaceMcKinney

Race Flyer & T-Shirt



T-Shirt Front

**"and let us run with perseverance
the race that is before us."
Hebrews 12:1**

HOME FOR THE Holidays <small>A MCKINNEY CHRISTMAS DOWNTOWN MCKINNEY</small>	BAYLOR Medical Center at McKinney <small>New part of Baylor Scott & White Health</small>	PLAYTRI STORE <small>DALLAS • MCKINNEY</small>
MCKINNEY C O D E C <small>Unique by nature.™</small>	St. Peters EPISCOPAL CHURCH	Ottis Stahl III <small>Graphics & Design</small>
SANCHEZ & Associates	TOPGOLF	St Andrew's <small>A Faith for All Ages</small>
SQUARE ONE Mortgage <small>A Division of Independent Bank</small>	Kiwanis	Market STREET
	Holy Family School	Wright me

T-Shirt Back Logos

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pre-school scholarships
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This event is funded
in part by the
McKinney Community
Development Corporation

"like us on Facebook" www.facebook.com/BelieveRaceMcKinney

Flyer

Key Learnings for 2016

- Do more integrated marketing as possible with *Home for the Holidays*, including more print ads in Plano and Allen.
- Start paid Facebook ads sooner
- Have stronger call to action to register
- Start PR effort earlier, build and leverage more connections in newspaper and broadcast community
- Using early marketing to drive earlier registrations will help offset the negative impact of adverse weather in future years.