

## I. North Collin County Habitat for Humanity ReStore

Founded in 2009, the North Collin County Habitat for Humanity (NCC Habitat) ReStore is a free-standing structure of 36,000 square feet building housing home improvement and construction materials, furniture, appliances and home accessories to:

- Provide the community with a resource for low-cost new and used construction and home improvement materials.
- Encourage the recycling of these materials in the community to reduce waste in the county landfill.
- Generate funds for NCC Habitat to construct decent housing for eligible families. This year, NCC Habitat will build Home 100 aided in many ways through ReStore funds.
- Provide materials to other non-profits at a reduced rate to better serve clients.
- Provide workforce training and local jobs to support the economy.



ReStores are a proven means of generating funds for Habitat affiliates, with more than 800 existing in the US since 1992 and more than 300 in Canada. These businesses are benefits to the communities in which they exist and also serve to offset the cost of new Habitat houses through the ability to buy new items in bulk both for the homes and to sell in the stores. NCC Habitat currently realizes a savings of 6% per home through this program. In addition, the money generated through ReStore sales would amount to the completion cost of 19 homes since 2010 and 3.5 homes in last year alone.

The McKinney ReStore is open Tuesday through Saturday from 9 a.m. to 6 p.m. with a staff of 6 fulltime and 5 part-time employees. The store also has several committed volunteers, an active community restitution service program and a workforce training program. Regular volunteers include an 83-year-old couple working to repair donated lighting and fans and two individuals who repair all donated appliances.



Donated items from throughout Collin County are collected by free pick up four to five days a week.



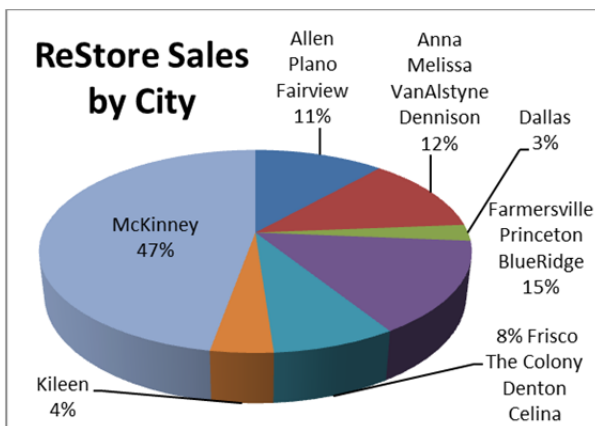
Donated latex paint is remixed and resold. The ReStore recycles 14,000 pounds of metals per month and diverted 1.2 million pounds of bulk waste from the landfill last year.

In addition to our Rewards program which was initiated to allow us to track customer zip codes, we have recently completed construction on a new check-out counters which will allow us the space to record customer feedback on how they heard of us, where they live, and complete other survey type information

as needed. Implementation of this system is set for mid-July 2015.

More than 1,500 are registered for the Rewards Club, with 47% of those residing in McKinney zip codes. Cities reflected by large numbers of shoppers include Allen, Anna, Melissa, and Princeton. The store is also attracting visitors to McKinney, including customers from Oklahoma and counties including Dallas, Grayson, Denton, Hunt and more.

We also have an active E-News subscriber base which is comprised of over 3,800 emails. These weekly emails contain in-store specials, new merchandise as well as up-coming event information. We average over 30% of email opens each week which would translate into over 5,000 readers a month.



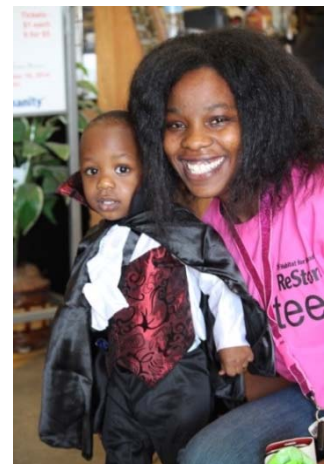
There are, however, thousands of potential customers who are still unaware of the ReStore. Habitat staff continues to report they encounter individuals on an almost-daily basis who are making their first visit to the store, or do not realize it exists. In an effort to attract these shoppers, the ReStore holds free events to entice visitors to McKinney.

The ReStore plans quarterly events with our largest events in the spring and fall. We recently held our Customer Appreciation Day, Spring Bling event, Lowe’s sponsored Power Tools class and have other smaller events in the summer to encourage word of mouth advertising among customers in their sphere of influence.

The store plans to host its annual birthday party “Monster Mash Birthday Bash” Saturday, October 17, 2015 with a variety of activities attracting potential customers and visitors. This is our biggest event of the year and one we feel has the most opportunity to attract new shoppers to our McKinney store from surrounding areas. Advertising for this event positions the ReStore for growth and an expanding customer base through targeted marketing plans.

**II. Event Information: Monster Mash Birthday Bash – October 17, 2015**

- 10:00 am – 12:00 pm Balloon artist, Face Painting, Video Gaming Truck on site,
- 10:00 am to 2:00 pm Seasonal games for children with prizes, Music, and Crafts
- 11:30 am – 1:00 pm Free food! (hot dogs, popcorn, sno cones, water)
- 11:30 am Scariest Pet Content
- 1:00 pm Costume contest for all ages
- Target Audience: Residents of Collin County and surrounding areas



Location: The ReStore, 2060 Couch Drive, McKinney , TX 75078

This event is free. We hope to attract 600+ to the event.

In 2014, we estimated over 450 customers attended this event. It was the highest sales volume day of the fall season with over \$10,000 in sales for that day. These events have in the past drawn customers to McKinney from all over Collin County. A breakdown of our last event in April drew 88% of our purchases from customers outside McKinney. Additionally 66% of all of our customers at the event came from outside McKinney. We are targeting 600 customers this year through new methods of event advertising and a stronger in store presence encouraging customers to bring neighbors and friends.

We also have nearly 50 volunteers coming from all over North Texas to assist us in the event.

Customers are additionally drawn to the store event through Facebook and email advertising including the spook-tacular sales and special discounts we are offering on that day only. We have an email marketing list of over 3600 that actively relate to the ReStore through social media and email.



### **Vision & Goals**

Through this and other events, we work to increase the visibility of the ReStore, concentrating on outlying areas, as well as increasing the number of saleable donated items to our merchandise that would otherwise end up in landfills. We also hope to attract Habitat volunteers, showcase our store, educate the public about Habitat for Humanity, and demonstrate to the public how funds generated from store sales provide homes to those in need improving the lives of North Collin County residents and their children.

NCC Habitat is promoting the building of our 100<sup>th</sup> Home! Construction of Home 100 – The Purple House Project will be underway at the time of the event. We hope to promote this accomplishment during the event giving customers the opportunity to get involved, make a donation, or purchase a raffle ticket for our Purple Playhouse drawing.



### **III. Financial**

Financially, our organization focuses on our core competencies mentioned about: generating operating income for NCC Habitat Administrative expenses, providing low-cost home improvement and construction materials to the general public, and keeping tons of usable items from landfills. This grant request will offer us the opportunity to advertise our store where there would otherwise not be funds available for such projects.



Total estimated cost for this event if \$9,215. The ReStore is planning to fund 33% of the event costs which will cover most of the entertainment. Letters of inquiry will be sent to the Junior League of Collin County, Benchmark Bank, Legacy Texas Bank, and Prosper Bank for possible event sponsorships.



Please see attached financial documents

#### IV. Marketing & Outreach

In the past we have utilized many types of advertising for this and other events. This year, we plan to utilize new methods of advertising to see if there are better avenues to communicate our event information. Plans include:

- A mid-size Direct Mail piece to Melissa, Princeton, Frisco households.
- Door hangers placed on homes in the Melissa, Princeton and Frisco areas.
- Billboard advertisement in Frisco and McKinney.
- In-Store signs and bag inserts for our customers.
- City of McKinney water bill inserts to 45,000 households.
- Restore weekly e-news – circulation of 3,600
- Habitat e-Newsletter – circulation of 5,500
- Facebook and Twitter advertisements
- Press Releases to McKinney, Frisco, Celina, Prosper, Melissa as well as major area news outlets.
- Listing on online community events pages: Bubble Life, Air1.com, Frisco-Online



#### V. Evaluation Metrics

Our event success will be evaluated through a multi-point analysis of events metrics. First we will look at the number of people attending. We will analyze the customer zip code of purchases made. We will break down the number of customers and purchases compared to surrounding Saturdays and the average Saturday customers and purchases. Also, total sales for the event date will be compared to total sales for last year and average Saturday sales.



New for this year, we will have the space and capability to survey all customers regarding how they heard of us and where they are coming from. We can ask their zip code and city gaining more detailed information about each customer rather than merely those in the Rewards Program. We will be implementing this strategy this summer and should have many ideas about how to utilize this for the event.

## **Attachments**



## **North Collin County Habitat for Humanity Leadership Team**

### **Directors and Staff**

**Celeste Cox** - Executive Director

**Andrea Tabor** - Director of Operations

**Ruthie Drye** - Director of Finance

**Mike Haigh** - Director of Construction

**Brett Buckley** - Director of ReStore Operations

**LaVeeta Hamilton** - Director of Family Programs

## **North Collin County Habitat for Humanity Board of Directors**

**Terry Busha** - President

**Matt Hilton** - President-Elect

**Jerrica Anderson** - Vice President

**Larry Hoffman** - Treasurer

**Nelson Carter** - Secretary

**Cindy Maxwell-Bathea** - Assistant Secretary

**Larry Pietenpol** - Past Pres.

**Robin Avgerenos**

**Steve Darling**

**David Hale**

**Jason Jupiterwala**

**JR Russell**

**Fr. Don Zeiler**

2015 Monster Mash Birthday Bash – Event Budget

ReStore Birthday/Monster Mash October 17, 2015

**Entertainment**

Tommy Williams - emcee, singer	\$250
Face painting/balloon twister (3 hours)	\$300
GameTruck	\$450
Photo Booth Guy	\$250
Prize wheel giveaways	
\$10, \$20 gift cards to store	\$400

**\$1,650**

**Food**

Hot Dogs	\$200
Drinks	\$150
Ice	\$100
Candy	\$150
Popcorn	\$65
Sno Cone machine	\$250

**\$915**

**T-Shirts**

Staff Shirts	\$250
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**\$250**

**Prizes**

Oriental Trading Co - small trinkets, 3 pinatas	\$400
Costume contest winners	\$200

**\$600**

**Advertising**

Direct Mailing	\$1,600
Water bill Inserts	\$1,870
Door Hangers	\$600
Billboard (2)	\$1,450
Posters	\$200
2 in-store signs	\$80

**\$5,800**

**TOTAL**

**\$9,215**