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# **Run for Hope!**

## **WALK IN UNITY**

**Supporting the Collin County NeighborHub at McKinney**

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# THE INITIATIVE

“ Run for Hope: Walk in Unity brings people of all backgrounds together to raise awareness and funds for the critical, integrated services offered by **NeighborHub** and its core tenants. ”



# THE THREE PILLARS

Fun, Run, Walk

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5K  
RUN



UNITY  
WALK



SPRING  
FESTIVAL



# The When and Where

**DATE:** April 12, 2025

**LOCATION:** Towne Lake Park

# The Objectives

Help **Provide critical assistance** to our most vulnerable neighbors

**Raise awareness and funds** for NeighborHub

Bring the passion and resources of **multiple interfaith, multicultural, and community organizations** together to serve a common cause.



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# Run for Hope

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# ATTENDEES

Drawing from a diverse pool of attendees

## Faith Groups and Interfaith Councils

e.g., Over 26,000 LDS members in Collin County



## Runners and High School teams

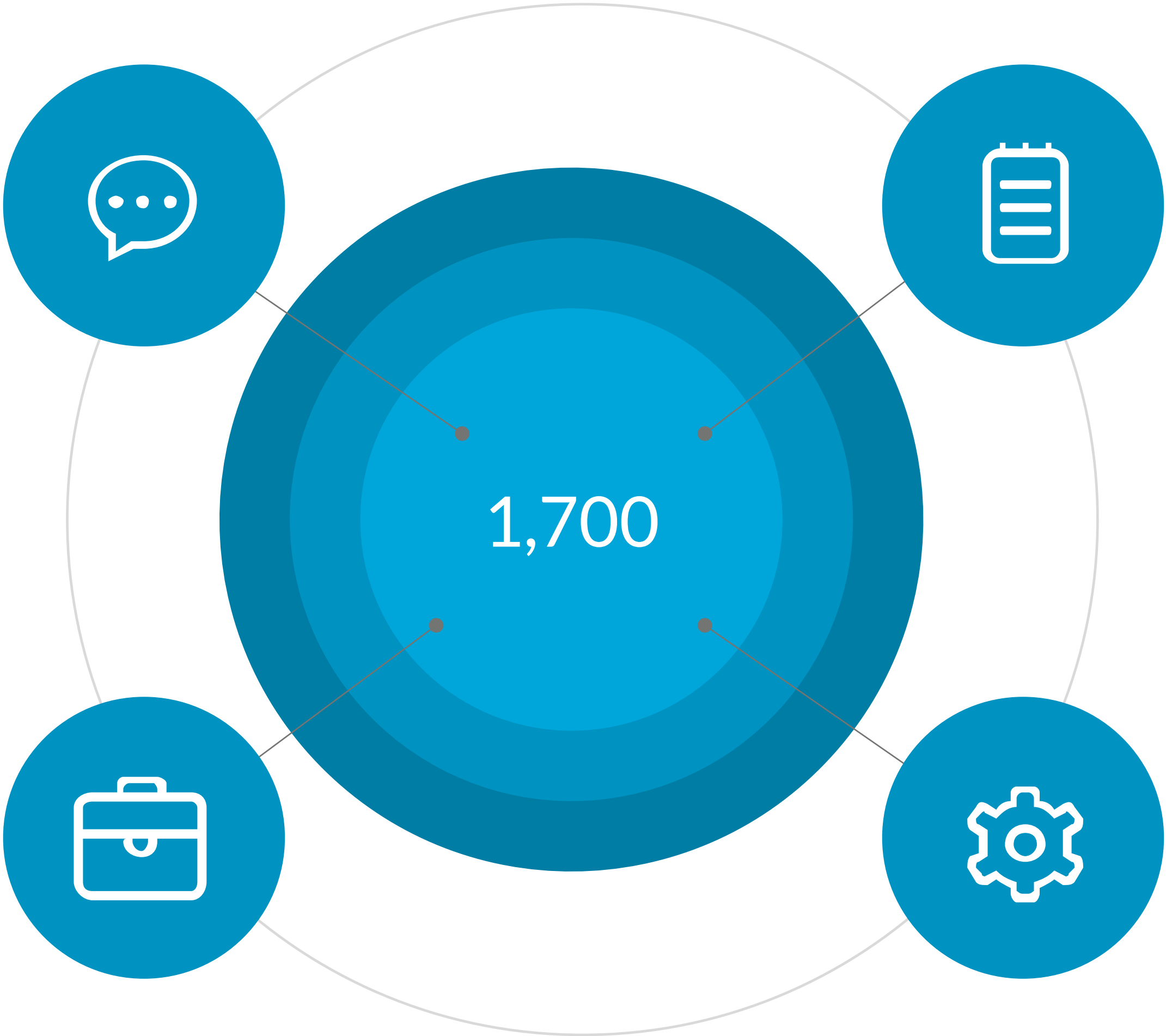
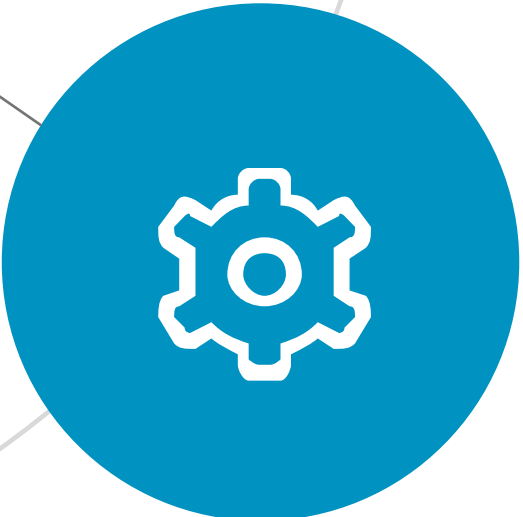


## Community Members, Families, Youth Groups



## Businesses and Civic Groups

e.g., Sanchez companies, Collin County NAACP



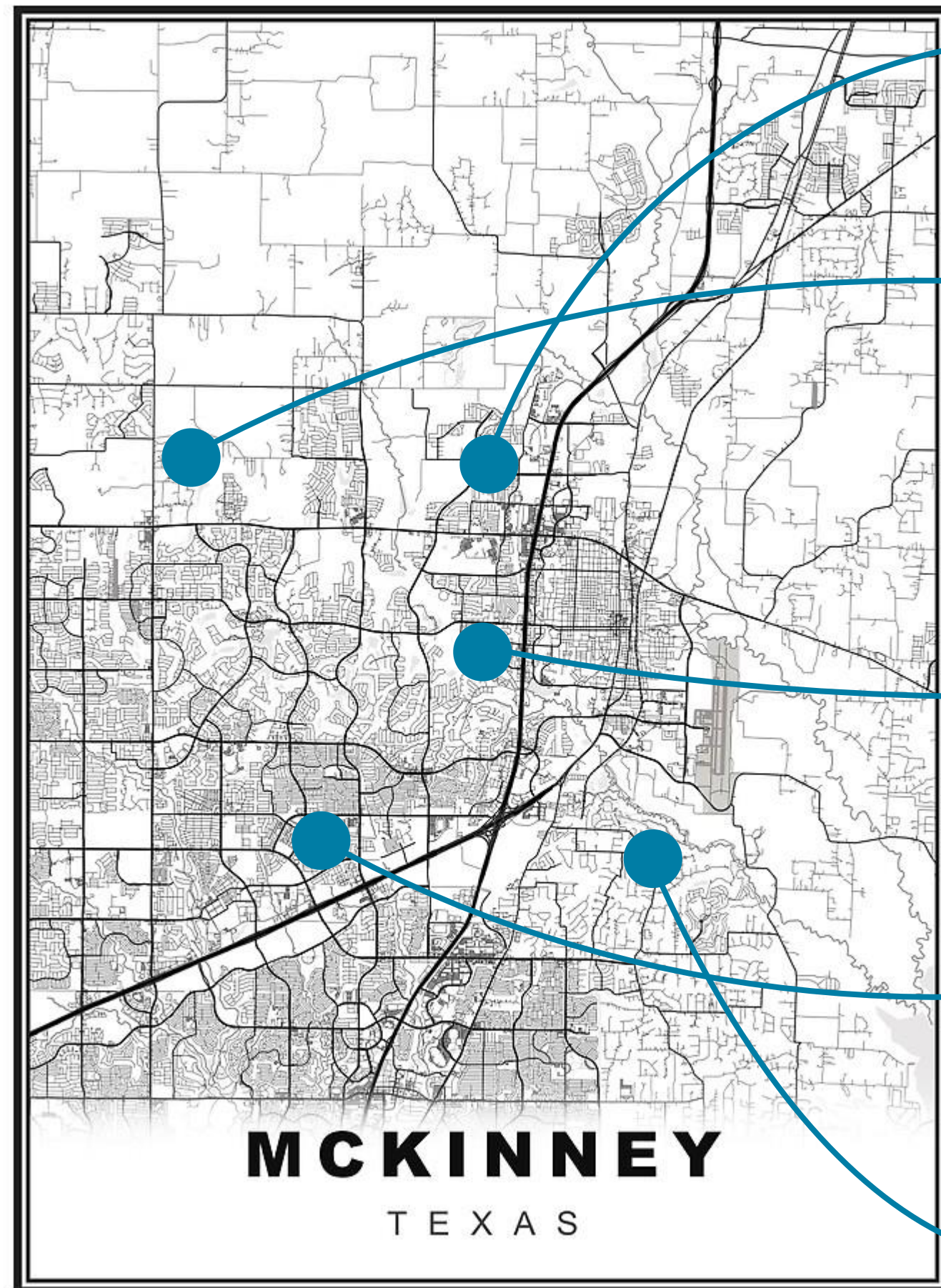
# ATTRACTING OUT-OF-TOWN VISITORS

Bringing people together



# SHOWCASING MCKINNEY

Increasing tourism and business



Tamas Das

1

## Highlights McKinney to Visitors

1,700+ participants from McKinney and beyond at scenic Towne Lake Park

2

## Attracts Media Coverage

Attracts local/regional media coverage, spotlighting McKinney as a “hub”  
*See Liahona, 6.8M members*

3

## Presents Networking and Partnership Opportunities

Collaboration and networking with a diverse group of business and interfaith leaders

4

## Engages Local Businesses

Chic-Fil-a, Baylor Hospital, HEB through sponsorships, swag bag coupons, etc.

5

## Demonstrates McKinney’s Values

Doing good at this level is its own reward, but it inevitable brings blessings



# MARKETING PLANS

Getting the word out



1

## Print Flyers @ \$500

Handed out at churches, mosques, temples, coffee shops, gyms, grocery stores, community centers, etc.

2

## Yard Signs 2'x2' @ \$1,550

Placed with youth groups and volunteers at schools, parks, trail entrances, community centers, jogging and walking routes.

3

## Campaign-style Signs 4'x8' @ \$3,300

Placed at large residential and commercial locations and designated intersections.

4

## Social Media @ \$1,800

Facebook, Instagram, and LinkedIn used to target families, runners, community leaders, churches, mosques, temples, and interfaith groups.

5

## Marketing Video @ \$3,400

Introduction to NeighborHub and core tenants with personal stories of non-profit beneficiaries.



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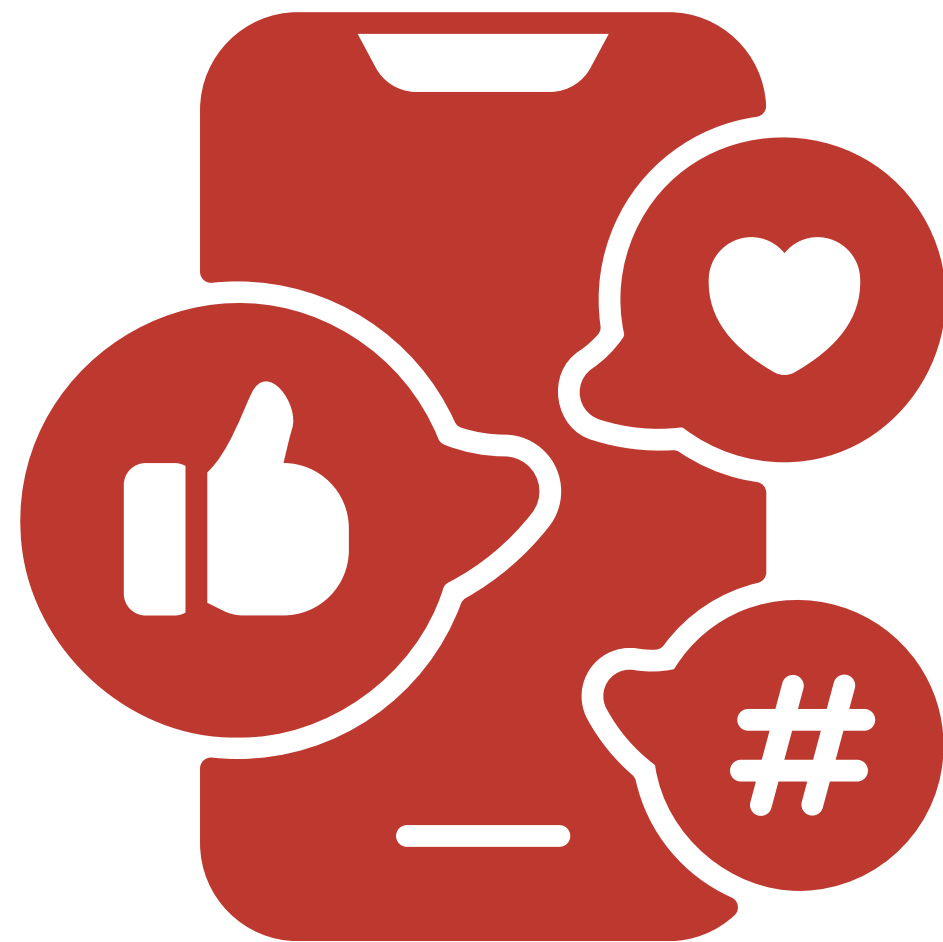
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# DRIVING BUSINESS HOME

Business Opportunities


 **Local Sponsor Advertising**



**Networking Opportunities** 

e.g., HERO/SEWA service and networking group



 **Swag Bag Advertising**  
e.g., Coupons and other offers



**Foot Traffic and Media** 

**UNIQUE  
BY NATURE**

# BUDGET

“Running” the numbers

## REVENUE

- 5K race fees	\$10,500
- Unity walk (shirt)	\$3,500
- Unity walk (donations)	\$1,500
- Church donation	\$4,000
- Food truck revenue	\$2,650
- In-kind donations	\$5,200
- Sponsorships	\$20,000
- CDC Marketing grant	\$10,550
	<b>\$57,900</b>

## EXPENSES

- Police Presence	\$1,500
- Port-A-Potties	\$650
- Shirts	\$2,550
- Chip timing	\$2,270
- Parking lot fee (MHS)	\$157
- Insurance	\$422
- Pavilion rental	\$60
- Food/Water stations	\$1,000
- Payment processing fee	\$600
- Awards/bibs	\$400
- Swag bags	\$800
- Tax filing and banking	\$1,100
- Emcee, DJ & Band	\$1,000
- Bounce houses	\$800
- Food trucks	\$1,800
- Flyers	\$500
- Yard signs (2x2)	\$1,550
- Campaign signs (4x8)	\$3,300
- Social media campaign	\$1,800
- Marketing video	\$3,400
	<b>\$25,659</b>

**Expected Donation to NeighborHub  
and Core Tenants = \$32,241**



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**Marketing Budget = \$10,550**  
Awareness of NeighborHub is one of the primary objectives!

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