



Martin Luther King Jr. Day Sale (Plano & McKinney)

2019 Project Event

Final Report



Start Date Plano: January 18th – 19th, 2018

Start Date McKinney: January 19th, 2018

Completion Date: January 19th, 2018



Location: The ReStore

2060 W Springcreek Parkway

Plano, Texas 75023

2060 Couch Dr.

McKinney, Texas 75069

Narrative Report



This year was the first time the ReStore's had a sale during the Martin Luther King Jr. Weekend. The goal was to make awareness of our locations and drive sales. The methods we used to advertise are printed posters, flyers, Facebook, new large 24x36 50% off signs for the outside of the Plano ReStore, and a radio ad announcing the Plano ReStore sale.

Overall, the event drew large attention. Through Facebook we produced a **7 day Plano ReStore 50% off** event ad reaching **10,812** people, and the **McKinney ReStore** event ad reaching **878** on their rug sale. The **Plano ReStore** had 267 people interested in going to the event. The grand total # of people reached by the last sale day was **12.4 k for the Plano ReStore and 1.2k for the McKinney ReStore**.

Sales hit \$13,136.20 for the Plano ReStore on Friday, Jan. 18th . The sales for the MLK event, were biggest for Plano since the Grand Opening event of 2018.

The changes that lead to this events success were the addition of the large 24x36 Sale Signs on the outside of the store and the high energy radio ad that told about the Habitat mission, the location of the ReStore, and what merchandise and discounts it provides. Plus, this event we obtained a permit to allow ReStore flags and the edge of W Springcreek Rd. All of the new additions to advertising brought new customers and lead to better awareness of the ReStore locations and merchandise.

Marketing Focuses

I reached out to 97.5 KLAk FM and they were able to place our event on the website for free. We utilized social media by making a Facebook event and I paid for a 7 day ad (\$35) that reached \$1,478 people in between December 7th and December 14th and the final total reached on December 15th was 3,000 people.



Goals & Objectives

Our stated goals for this event and every ReStore event were:

Event Goals

Increase awareness of the store	The added signs, radio, and flyers brought more attention and lead to an increase in shoppers.
Reach new customers	We were able to reach new customers through Facebook and established connection by passing out new fridge magnets that say the ReStore contact.
Provide a better info on the merchandise the Restore has to purchase.	Through video and personal interaction we were able to help people understand the merchandise
Create a fun and service filled atmosphere	We provided cookies and drink for people first coming in and it was a great success at the Plano ReStore
Reaching new customers through various media.	Facebook ads has a 12.4 reached for Plano and 1.2k for connection with McKinney. The radio ad was very professional and brought some customers as well.
Educate people on the benefits of buying though Habitat.	When we engaged in conversation with customer we always mentioned that every purchase helps build a home.
Introduce customer to our new 2 ReStore locations	Through our Newsletter current customers were drawn to another option the shop.

Financial Report and Opportunities to Grow

Most of the money was spent on in house printing of posters and flyers. We spent \$177.31 dollars for Facebook Ads that promoted this event. The radio ad was a cost of \$250 dollars

We have decided in the future we want start advertising just on the direct week of the 50% off sale events. We feel that changing the advertising length will keep people from waiting to buy and improve the sales other times in the month.



Plano ReStore Only
Martin Luther King Jr.
Day Sale

Habitat for Humanity
Collin County

ReStore
50% off
the entire
ReStore
(excluding mattresses and rugs)

January
18th-19th

furniture
lighting
cabinets
tables
chairs
and much
more!!

2060 W. Springcreek Parkway
Plano, Texas 75023



8:46 AM

Promote Event

The McKinney ReStore is celebrating Martin Luther King Day with a huge 25% off Rugs and Runners Sale!! Come take advantage of the awesome savings on great selections of rugs and runners.



TODAY AT 9 AM

Martin Luther King Jr. McKinney ReStore Rug Sale

INTERESTED

You like Habitat ReStore McKinney



Results from Your Ad

878	21
Reach	Event Responses



Summary

AMOUNT BILLED **\$177.31** USD

BILLING REASON Remaining ad costs at the end of the month.

DATE RANGE Jan 5, 2019, 10:30 AM - Jan 19, 2019, 5:00 PM

PRODUCT TYPE Facebook Ads

PAYMENT METHOD MasterCard*6861

REFERENCE NUMBER HK58VJ6PC2

CAMPAIGN	RESULTS	AMOUNT
Event: Martin Luther King Day Sale at the Plano ReStore	15,756 Impressions	\$150.00
Event: Martin Luther King Jr. McKinney ReStore Rug Sale	1,497 Impressions	\$18.00
Event: Martin Luther King Day Sale at the Plano ReStore	655 Impressions	\$9.31
CAMPAIGN TOTAL	\$177.31	
TOTAL	\$177.31	

Transaction ID: 1984708821641828-3952536

Thanks,
The Facebook [Manage Your Ads](#) [See Full Receipt](#)

Jan 5, 2019 - Today

10,812 People Reached **231** Event Responses

Cost per Event Response **\$0.65**

\$150.00 spent **\$150.00**

Event Responses per Day

Date	Responses
Jan 5	45
Jan 6	42
Jan 7	25
Jan 8	25
Jan 9	35
Jan 10	25
Jan 11	20
Jan 12	10

PERFORMANCE

Cost per Event Response **\$0.65**

Reach **10,812**

Brandon Home Create

Martin Luther King Day Sale at the Plano ReStore

Reach **12.4K** People Reached

Responses **367** Event Page Views

Audience

Date	Reach	Responses
Jan 5	1500	200
Jan 6	2500	300
Jan 7	2000	100
Jan 8	1800	200
Jan 9	1000	100
Jan 10	0	0
Jan 11	0	0
Jan 12	0	0
Jan 13	0	0
Jan 14	0	0
Jan 15	0	0
Jan 16	0	0
Jan 17	0	500
Jan 18	0	0
Jan 19	0	0
Jan 20	0	500
Jan 21	0	0
Jan 22	0	0
Jan 23	0	0
Jan 24	0	0
Jan 25	0	0
Jan 26	0	0
Jan 27	0	0
Jan 28	0	0
Jan 29	0	0
Jan 30	0	0
Jan 31	0	0
Feb 1	0	0
Feb 2	0	0
Feb 3	0	0
Feb 4	0	0
Feb 5	0	0
Feb 6	0	0
Feb 7	0	0

Alpha Media 97.5 KLAK

Today's Best Music



ALPHAMEDIA

LIVE. LOCAL. SHERMAN-MCKINNEY

INVOICE

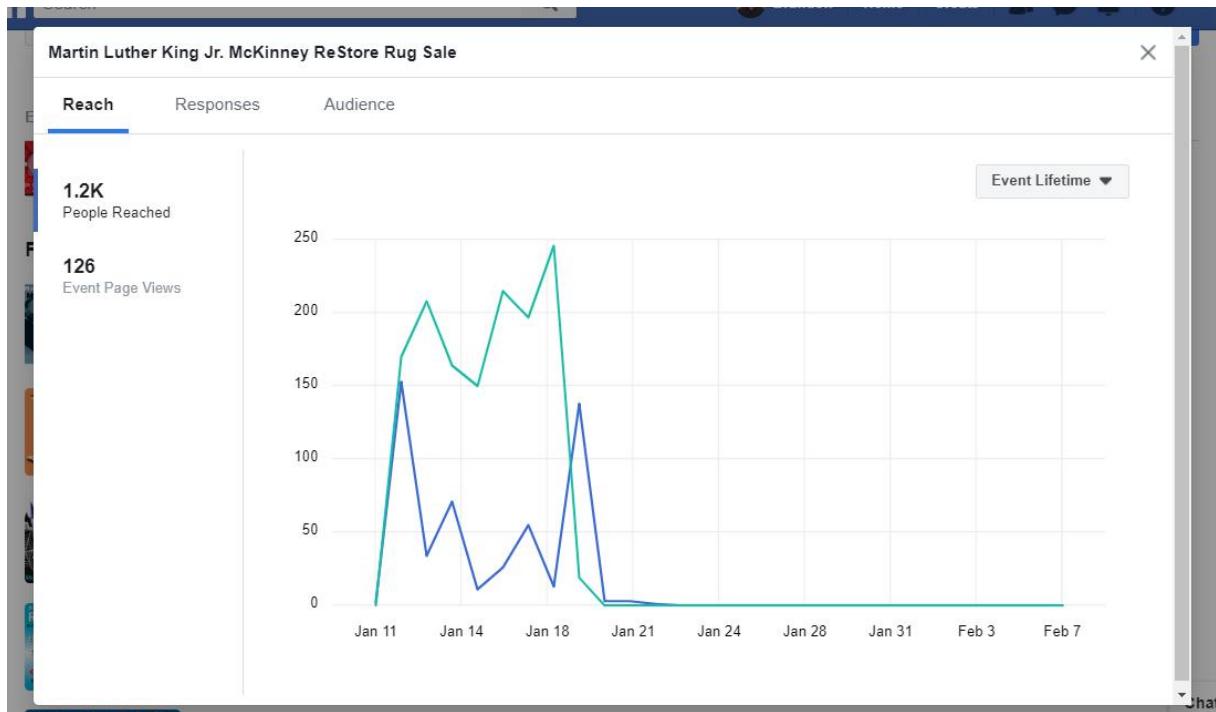
1700 Redbud Blvd. Suite 185
McKinney, TX. 75069
Phone 972-542-9755 Fax 972-838-1330

DATE: January 17, 2019
INVOICE # 20190117
FOR: MLK Sale

Bill To: Brandon Washington

Habitat ReStore
2060 Couch Dr.
McKinney, TX 75069

DESCRIPTION	AMOUNT
MLK Sale	\$250.00
TOTAL	\$ 250.00





ReStore Sales by Date - Saturdays Only

Dates for Plano ReStore	Attendance	\$ Total Sales
January 18 th , 2019	Around 200	13,136.20
January 19 th 2019	Around 150	5,553.34
Dates for McKinney ReStore		
January 19 th , 2019	Around 200	3,887

Fridge Magnets Given to new customers



Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	3-Second Video Views	Video Percentage Watched	Video Average Watch Time	
Event: Martin Luther King Day Sale at the Plano ReSt...	Using ad set...	239 Event Respo...	10,812	15,763	\$0.63 Per Event Re...	\$150.00	Jan 17, 2019	—	—	—	—	
Female		226	10,228	14,766	\$0.62	\$140.66		—	—	—	—	
Male		13	532	917	\$0.67	\$8.67		—	—	—	—	
Uncategorized		—	52	80	—	\$0.67		—	—	—	—	
» Results from 1 campaign		239 Event Respo...	10,812 People	15,763 Total	\$0.63 Per Event Re...	\$150.00 Total Spent		— Total	— Average	— Average	— Average	