

Metrics Associated with the As One Prayer Walk Held April 8, 2017

April 11, 2017

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Introduction

- All data was collected by the As One Prayer Walk staff during the event. Surveys were collected at the dates/times below:

| Date | Time | Surveys |
|-----------------|-------------|---------|
| 8-Apr | 9-10 am | 20 |
| | 10-11 am | 29 |
| | 11 am-12 pm | 10 |
| | 12-1 pm | 21 |
| | 1-2 pm | 21 |
| | 2-3 pm | 9 |
| Total Completed | | 110 |
| Required Total | | 366 |

- The As One Prayer Walk management estimated **7,500** attendees prior to the event.
- There were **110** completed surveys.
- Using the **7,500** attendees, the Confidence Interval for this presentation with a **110** Sample Size is **+/- 9.28%**. Because of the size of the sample the Confidence Interval **is well below** the “best practice” of +/- 5%.

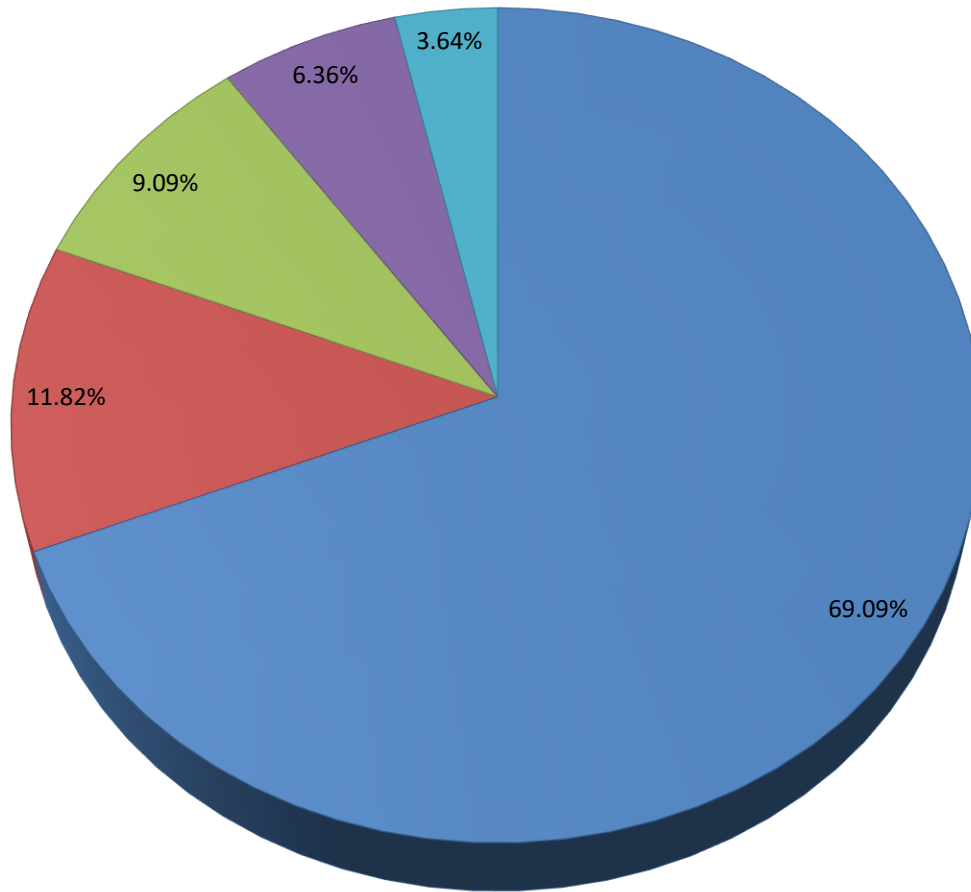


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They Identified Themselves as...



- 69.09% ■ I am a resident of Fayetteville/Cumberland County.
- 11.82% ■ I am here for the Prayer Walk and staying with family or friends.
- 9.09% ■ I am from a surrounding county and drove in for the day for this event.
- 6.36% ■ I am here for the Prayer Walk specifically and am overnighting in a hotel.
- 3.64% ■ I am in the area visiting family or friends and they brought me to this event.



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Where Were They From?

Overview

- All **110** completed surveys provided a valid zip code.
- **103** were from North Carolina and **12** were from more than 100 miles from Fayetteville.
- **7** identified themselves as being here specifically for the event and overnighting in a hotel.

Top 4 by State

| | |
|-------------------|-----|
| 1. North Carolina | 103 |
| 2. Georgia | 4 |
| 3. South Carolina | 2 |
| 4. Virginia | 1 |

Top 5 by County

| | |
|---------------------------------|----|
| 1. Cumberland, NC | 76 |
| 2. Robeson & Mechlenberg, NC | 5 |
| 3. Wake, NC | 4 |
| 4. Harnett & Hoke, NC | 3 |
| 5. 4 Counties Tied | 2 |

Top 5 by City

| | |
|---------------------|----|
| 1. Fayetteville, NC | 60 |
| 2. Hope Mills, NC | 13 |
| 3. Charlotte, NC | 4 |
| 4. 3 Cities Tied | 3 |
| 5. 6 Cities Tied | 2 |

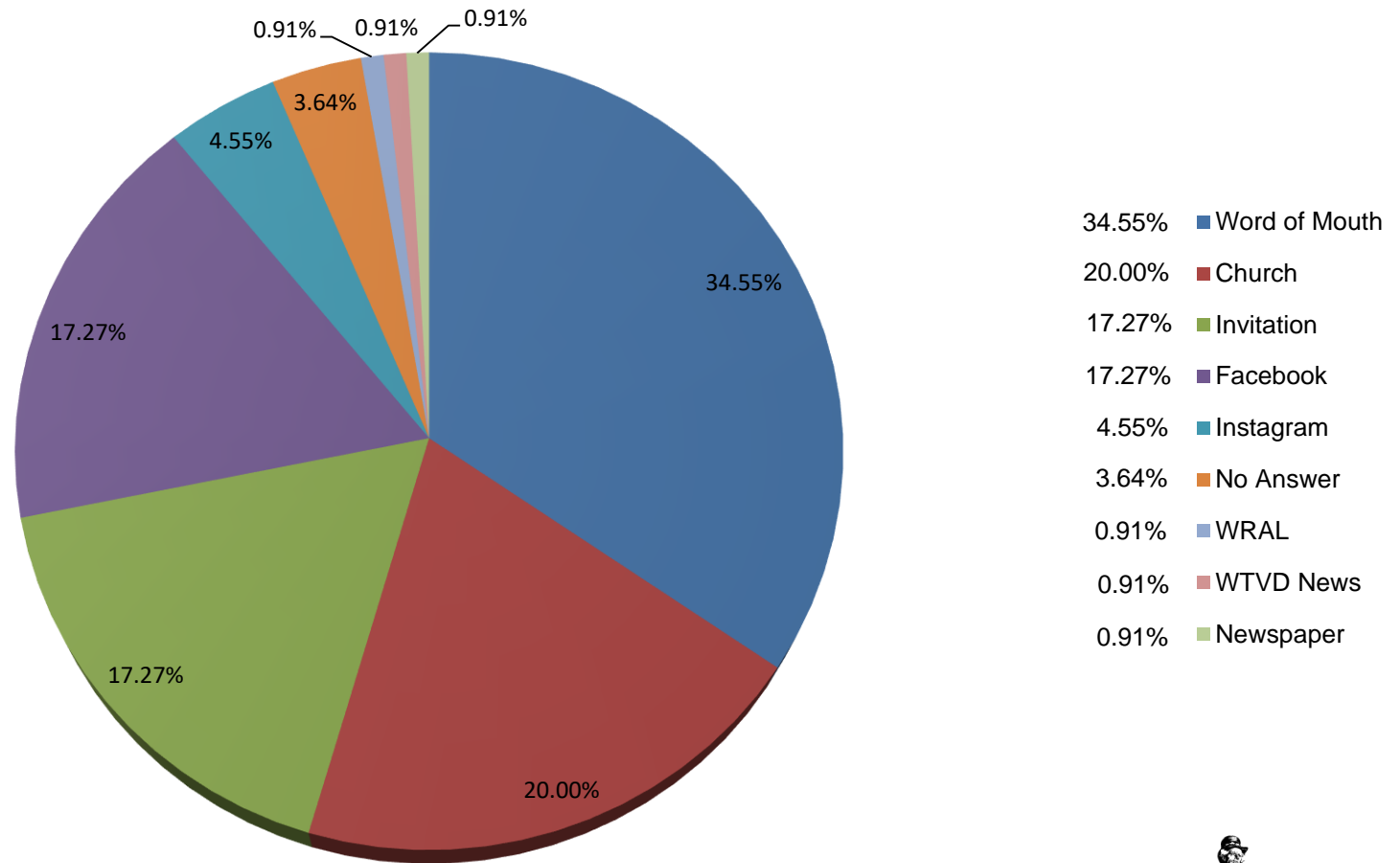


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How Did They Find Out About Event?



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Survey Requirements

Requirement

What is the zipcode where you currently live: _____
(must be a valid 5 digit zipcode)

I AM: (Select One)

- (1) A resident of Fayetteville/Cumberland County
- (2) Stationed or affiliated with Fort Bragg and live in Cumberland County
- (3) From a surrounding county and drove in for the day for this event
- (4) Visiting the area for other purposes, but heard about this event and came
- (5) Staying at a hotel and the hotel referred me to this event
 - A. Which Hotel?
- (6) Here for this event specifically and am overnighiting in a hotel
 - A. Which Hotel?
- (7) Here for this event and staying with family/friends
- (8) In the area visiting family and friends and they brought me to this event

How did you hear about the event:

- ☐ Billboard
- ☐ Brochure
- ☐ Invitation
- ☐ Magazine
- ☐ Newspaper
- ☐ Posters
- ☐ Word of Mouth
- ☐ Other: _____

*Specific mediums listed based on presentation made on advertising to be used.

Information Provided

| Page Summary Report AsOne Prayer Walk As of: 4/11/2017 10:15:11 AM | | | | | |
|--|--------|-----------|-------------------|---------------------------------|------------------------------|
| Drill down to the answers by clicking on View Results for the entire survey or a given page. | | | | | |
| Survey Pages | Viewed | Completed | Percent Completed | Avg. Completion Time (hh:mm:ss) | Results |
| Entire Survey | 141 | 110 | 78.01% | 00:03:21 | View Results |
| 1 | 140 | 110 | 78.57% | 00:02:36 | View Results |



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Bureau Generated Publicity

Press Release

February 27th – Distributed to 655 Meltwater and Melody Foote contacts.



Massive Prayer Walk April 8th in Fayetteville, NC **7,500 expected to participate in a rolling prayer chain through downtown Fayetteville**

Fayetteville, NC - Thousands will come together on Saturday, April 8th for a silent prayer walk throughout the city of Fayetteville. This ecumenical gathering, AsONE Prayer Walk, will be comprised of people of varied ages, ethnicities, religious denominations and backgrounds gathering to unite in prayer as one body.

The walk begins at 10 a.m. in Festival Park and will include five prayer stations along the route:

1. [North Carolina Veterans Park](#) and [Airborne & Special Operations Museum](#) – prayers will focus on support of the military and their families.
2. Fayetteville City Hall - prayers will support regional civil leadership and law enforcement.
3. Cumberland County Detention Center – prayers will be offered for the incarcerated and their families.
4. The Market House – prayers will focus on racial diversity.
5. Cumberland County Public Library and Information Center – prayers will be offered for educational leaders, children and families.

After visiting each stop, walkers will return to Festival Park to pray for all spiritual leaders. An AsOne Family Reunion with music, food and fun will follow the prayer walk and will last throughout the day.

[Pictures and LOGO](#)

Tweet this: The @AsOnePrayerWalk welcomes thousands to @DowntownFay to unite in prayer as one body on April 8th. @VisitFayNC
<https://goo.gl/b3tYgQ>



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Bureau Generated Publicity

Blogging

March 7th – Go Fayetteville Blog Written

ON THE TRAIL OF RELIGIOUS FREEDOM

March 7, 2017

Cumberland County communities proudly embrace their diversity, and nowhere is this more evident than in the many religions practiced here. This spring, we offer our visitors two unique ways to celebrate religious freedom and diversity in the greater Fayetteville area. One is an ecumenical event that is believed to be the largest stand-alone prayer walk in the country. The other is an educational driving trail that traces our area's rich religious heritage.

AsOne Prayer Walk

Join fellow believers from different denominations, races, and walks of life for this massive prayer walk, scheduled for April 8 in Festival Park. The mission of this event each year is to bring together dozens of churches and ministries and thousands of people as one body with one purpose. Covering approximately two miles in downtown Fayetteville, the walk includes prayer stops at five to seven symbolic sites, like the Market House, Airborne and Special Operations Museum, and North Carolina Veterans Park. After reconvening back at Festival Park, the festivities continue all afternoon at the AsOne Family Reunion with a worship service, good food, and lots of festivities.



Religious Freedom Trail

Explore on your own time the fascinating history behind many beautiful and historic houses of worship with this half-day driving trail. The Fayetteville Area Convention & Visitors Bureau (FACVB) created this handy tourist tool to educate visitors on the area's church history, which dates all the way back to the mid-18th century. Along the way, you will learn the story of a black shoemaker who brought Methodism to Fayetteville and the story of an African-born Muslim slave whose name would one day be adopted by a local mosque. You may discover which church boasts one of the oldest pipe organs still in use in America and which house of worship was the first Roman Catholic Church to be dedicated in North Carolina. You should hit the trail, though, to discover those answers and all the other rich nuggets of history.



Find the complete Religious Freedom Trail and a host of other driving trails on the FACVB's [Cultural Heritage Trails](#). Also, be sure to check out the FACVB's [Calendar of Events](#) for all the great happenings taking place in Cumberland County throughout the year.



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Bureau Generated Publicity

E-Promotion

February 17th – Mailed to 70,000 email recipients.



Got Ink?

Fayetteville welcomes the first All American Tattoo Convention April 14-16. Home to Fort Bragg, Cumberland County could not be a more perfect host for an event that aims to bring together our military heroes and the industry's best artists. This three-day convention promises something for tattoo addicts, artists, admirers and others!

[Learn more →](#)



Celebrate Spring in Spring Lake

A trip to the Town of Spring Lake offers visitors good eats, family-friendly entertainment, and outdoor treasures. Its proximity to Fort Bragg means you are at the front door of one of the largest military bases in the United States. There are many reasons to visit this area, but we have highlighted three of our favorite things to do in this springtime destination.



On the Trail of Religious Freedom

Spring offers Cumberland County visitors two unique ways to celebrate religious freedom and diversity. One is the As One Prayer Walk, an ecumenical event believed to be the largest stand-alone prayer walk in the US. The other is an educational driving trail that traces the area's rich religious heritage.

[Learn more →](#)



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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Submitted to the following outlets: AAA Go Magazine Web, ABC 11 Web, Carolina Country Print, Carolina Country Web, Event Crazy, Fayetteville Observer, Go Fayetteville Blog, News 14 Carolina, TripAdvisor, VisitFayettevilleNC.com, VisitNC.com and WRAL.com.



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Bureau Generated Publicity

Social Media Outlets

Twitter



Fayetteville, NC CVB @VisitFayNC · Feb 27

The @AsOnePrayerWalk welcomes thousands to @DowntownFay to unite in prayer as one body on April 8th. goo.gl/b3tYgQ



8 5



Fayetteville, NC CVB @VisitFayNC · Apr 2

The #AsOnePrayerWalk promises to be one of the largest prayer walks in the US. Learn more:



On the Trail of Religious Freedom - Go Fayetteville

This spring, we offer our visitors two unique ways to celebrate religious freedom and diversity in the greater Fayetteville area.

gofayetteville.com

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EST.



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Social Media Outlets

Facebook – Go Fayetteville Blog

**Go Fayetteville Blog**
Published by Jenny Bell · March 7 ·

Come celebrate religious freedom and diversity in the massive As One Prayer Walk and on the fascinating #ReligiousFreedomTrail.
#AsOnePrayerWalk



On the Trail of Religious Freedom - Go Fayetteville
This spring, we offer our visitors two unique ways to celebrate religious freedom and diversity in the greater Fayetteville area.
GOFAYETTEVILLE.COM

316 people reached **Boost Unavailable**

Like Comment Share

Angie Brady and As One Prayer Walk

1 share



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Social Media Outlets

Facebook – VisitFayettevilleNC

**Fayetteville Area Convention and Visitors Bureau**
Published by Melody Vealey Foote [?] · April 2 at 8:33am · 🌐


The #AsOnePrayerWalk is said to be one of the largest stand-alone prayer walks in the US. After attending the walk, considering exploring the Religious Freedom Historical Trail.



On the Trail of Religious Freedom - Go Fayetteville
This spring, we offer our visitors two unique ways to celebrate religious freedom and diversity in the greater Fayetteville area.
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294 people reached **Boost Unavailable**

 Like  Comment  Share 

 Denise Comulada

**Fayetteville Area Convention and Visitors Bureau**
shared Evangelicals for Social Action's post.
Published by Melody Vealey Foote [?] · April 5 at 1:41pm · 🌐

Thanks for sharing our news Evangelicals for Social Action. AsOne Prayer Walk #AsOnePrayerWalk

**Evangelicals for Social Action**
April 1 at 9:30pm · 🌐 

Next Saturday!



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Bureau Generated Publicity

Social Media Outlets

Facebook – VisitFayettevilleNC



Fayetteville Area Convention and Visitors Bureau shared Go Fayetteville Blog's post.

Published by Melody Vealey Foote [?] · March 9 ·

This week, Go Fayetteville Blog highlights the upcoming As One Prayer Walk in #Fayetteville and Cumberland County's #ReligiousFreedomTrail. #AsOnePrayerWalk Downtown Fayetteville



Go Fayetteville Blog

Published by Jenny Bell [?] · March 7 ·

Come celebrate religious freedom and diversity in the massive As One Prayer Walk and on the fascinating #ReligiousFreedomTrail. #AsOnePrayerWalk



Fayetteville Prayer Walk

Thousands will come together on Saturday, April 8th for a silent prayer walk throughout the city of Fayetteville. This ecumenical gathering, AsONE Prayer Walk, will be comprised of people of varied ages, ethnicities, religious...

VISITFAYETTEVILLENC.COM

08 people reached

Boost Post

Like Comment Share

Slinder Chahal, Billy AndAshley Shaw and Denise Comulada



On the Trail of Religious Freedom - Go Fayetteville

This spring, we offer our visitors two unique ways to celebrate religious freedom and diversity in the greater Fayetteville area.

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113 people reached

Boost Post

Like Comment Share

Tiffany Todd Marquis, Diane Grace Brown and Denise Comulada



Write a comment...

EST.



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Bureau Generated Publicity

Earned Publicity

April 1st – Evangelicals for Social Action

 **Evangelicals for Social Action**
April 1 at 9:30pm · 🌐

Next Saturday!



Fayetteville Prayer Walk

Thousands will come together on Saturday, April 8th for a silent prayer walk throughout the city of Fayetteville. This ecumenical gathering, AsONE Prayer Walk, will be comprised of people of varied ages, ethnicities, religious denominations and...

VISITFAYETTEVILLENC.COM

February 27th – Dawn McAlexander

 **Dawn McAlexander**
@TheNewClassy Following

The @AsOnePrayerWalk welcomes thousands to @DowntownFay to unite in prayer as one body on April 8th. @VisitFayNC
goo.gl/b3tYgQ

RETWEET
1

9:44 PM - 27 Feb 2017 from North Carolina, USA

Reply to @TheNewClassy @AsOnePrayerWalk @DowntownFay @VisitFayNC

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Bureau Generated Publicity

Earned Publicity

TravelMarlyn



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Public Relations Recap

- **1** press release distributed to **655+**
- **1** blog post
- Featured in E-promo sent to **70,000** email addresses
- **12** Calendar of Events Listings Secured
- **8** Social Media posts
- **3** pieces of earned publicity (PR)



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Bottom Line

- Not all Tourism Development Authority (TDA) requirements were met:
366 completed surveys was the agreed upon requirement (only 110 collected)
- Room Nights – Because the required sample size was below the TDA required amount, the FACVB was unable to accurately project room nights.
- **6.36%** of participants (**7**) were overnights and came specifically for the event. Because the agreed upon required sample size was not met, the FACVB was unable to accurately project room nights.
- **0** participants were referred by hotels.
- **69.09%** were from Cumberland County, including Fort Bragg.
- **9.09%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth (**34%**) and their church (**20%**).
- **12** attendees signed up for the FACVB's E-Promotion Program and provided a valid E-mail address.
- Those that came for the event and stayed at a hotel listed the following hotels: Fairfield and Embassy Suites.
- Official Hotel Pick Up: **0** Room Nights



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Thank You

Proudly promoting the Communities of Cumberland County.



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