

2019 BIG AGNES MEMBER DRIVE CAMPAIGN PERFORMANCE

Main landing page: <https://Int.org/give/big-agnes-giveaway/>

The Big Agnes member drive ran from 9/11 to 9/30 and raised \$9325 from 186 gifts, our highest performing member drive to date. Several new strategies were incorporated into this drive including:

- Running it for a longer time span (3 weeks as opposed to 1) — this allowed us to send more emails, which directly correlated to bumps in giving
- Marketed it through a pop-up on the website
- Promoted tiered entries (i.e. the more you give, the more entries you get)
- Utilized influencers (i.e. master educators and trainers) to help spread the word

Of these, I believe the first three had the largest impact. Additionally, we offered a substantial prize pack, which likely contributed significantly to the drive's success.

Break down of gifts:

Acquisition	57	\$2650
Renewal	86	\$4450
Cultivation	43	\$2225
Total	186	\$9,325

Of these members, 6 signed up to renew their membership annually, including one NEW major donor (\$250 level).

Touchpoints:

- September 11: [Email 1](#) || 70K
- September 18: Facebook post || 3.7K
- September 19: [Email 2](#) || 70K
- September 24: Instagram post || 9.5K reach
- September 24: Facebook post || 2.2K reach
- September 25: [Email 3](#) || 70K
- September 26: [Email 4](#) (to educators) || 10K
- September 29: Facebook post || 4.4K reach
- September 29: Instagram post || 9K reach
- September 30: [Email 5](#) || 70K
- September 11-September 30: Google Ads (grant) || 530 impressions, 26 clicks
- September 11-September 30: Facebook Ad || 41K impressions, 202 clicks
- September 11-September 30: Popup || 26K opens
- September 11-September 30: Homepage slider || 11.9K pageviews

Email results by segment:

	Avg Open Rate	Avg Click Through Rate
Non-member	9.6	1.5
Lapsed members	9.8	0.7
Existing donors	29.1	1.5
Educators	20.5	0.5

Google Ads:

Win over \$1000 of Camping Gear | Big Agnes Gear Giveaway

[Ad www.lnt.org/BigAgnes](http://www.lnt.org/BigAgnes)

Give to win a Big Agnes 2-person tent, 2 down sleeping bags & 2 3-season sleeping pads! Join, renew or donate by September 30th to enter the Big Agnes Gear Giveaway.

Big Agnes Gear Giveaway | Win a Big Agnes Camping Kit

[Ad www.lnt.org/BigAgnes](http://www.lnt.org/BigAgnes)

Give to win a Big Agnes 2-person tent, 2 down sleeping bags & 2 3-season sleeping pads! Join, renew or donate by September 30th to enter the Big Agnes Gear Giveaway.

Facebook Ads:



Leave No Trace Center for Outdoor Ethics
Sponsored · 🌐

WIN OVER \$1000 IN CAMPING GEAR! Make a gift to Leave No Trace for a chance to win a two-person tent, two down sleeping bags & two three-season sleeping pads! Join, renew or donate by September 30th to enter the Big Agnes Gear Giveaway: LNT.org/BigAgnesGiveaway



WIN THIS TENT
Tumble 2 mtnGLO Tent (quantit... [Learn More](#))



WIN THIS SLEEPING BAG
Anvil Horn 30° Sleeping Bags

11 2 Shares

[Like](#) [Comment](#) [Share](#)

Popup:

WIN A \$1000 CAMPING KIT!

Make a donation to Leave No Trace by September 30th for a chance to win a Big Agnes two-person tent, two down sleeping bags and two three-season sleeping pads!

[ENTER THE GIVEAWAY](#)

Email 1:

Renew your membership for a chance to win a tent, 2 sleeping bags and 2 sleeping pads!



Big Agnes Gear Giveaway!

Are you ready for fall camping? Don't miss this opportunity to get outfitted with a Big Agnes camping kit. Simply **renew your membership to Leave No Trace** by September 30th for a chance to win more than a \$1000 worth of Big Agnes gear, including:



Tumble 2 mtnGLO Tent (quantity 1)

A 3-season, 2-person tent that is super spacious and easy to set up. Plus, enjoy the convenience of removable tent lights, two doors and plenty of interior pockets.



Anvil Horn 30° Sleeping Bags (quantity 2)

Rectangle-shaped, down-insulated sleeping bags, designed to be lightweight enough for backpacking but cozy enough you'll use them in the campground too.



Q-Core Deluxe Sleeping Pads (quantity 2)

A cushioned pillow-soft sleeping surface, these sleeping pads are not only as comfortable as it gets, they are also lightweight, stable, warm and ultra-quiet.

RENEW NOW

The nationally recognized, influential and award-winning Leave No Trace Center For Outdoor Ethics plays an essential role in the care and management of our cherished public lands. The Center conducts training and provides **education programs in 50 states reaching 15 million people annually.**

Email 2:

Need to upgrade your camping kit? **Renew your membership** to win over \$1000 in Big Agnes gear.



Make a gift to Leave No Trace by September 30th for a chance to win some of the finest outdoor equipment on the market today! This Big Agnes giveaway includes one two-person tent, two 30-degree down sleeping bags and two three-season sleeping pads.



Give More, Get More

Really want to win? When you give more, you get more entries:

- \$25 = 1 entry
- \$50 = 2 entries
- \$100 = 5 entries
- \$250 = 10 entries
- \$500 = 20 entries
- \$1000 = 35 entries

Increase your odds of winning — go big for Big Agnes gear!

RENEW TODAY

Email 3:

Renew for your chance to win a \$1000 camping kit. All proceeds support Leave No Trace.



This Gear Could Be Yours

Big Agnes Tumble 2 mtnGLO Tent (quantity 1)

A 3-season, 2-person backpacking tent that is super spacious and easy to set up. Plus, enjoy the convenience of removable tent lights, two doors and plenty of interior pockets.

Big Agnes Anvil Horn 30° Sleeping Bags (quantity 2)

Rectangle-shaped, down-insulated sleeping bags, designed to be lightweight enough for backpacking but cozy enough you'll use them in the campground too.

Big Agnes Q-Core Deluxe Sleeping Pads (quantity 2)

A cushioned pillow-soft sleeping surface, these sleeping pads are not only as comfortable as it gets, they are also lightweight, stable, warm and quiet.

You could win all of this when you [give to Leave No Trace](#) now through September 30th! Don't miss out — rejoin the Leave No Trace community today.

RENEW TODAY

Email 4:



Dear Jenna,

As a Leave No Trace educator, we not only value the critical role you play in disseminating essential Leave No Trace skills and outdoor ethics, we also appreciate the important conversations that you have with people about the organization itself — the Leave No Trace Center for Outdoor Ethics.

Discussions about the Center are crucial because often people are only familiar with the Leave No Trace concepts (albeit a significant win!), but unaware there is a nonprofit behind the Leave No Trace movement that relies on donors to sustain the mission of protecting the outdoors. One common example of this can be seen when news outlets report, "Practice Leave No Trace and donate to [another environmental nonprofit]."

This is why we are asking you to be a voice for Leave No Trace, the organization. And, right now, specifically, is a great time for you to let people know about the Center and encourage your network to join the community — **when your friends, family or colleagues donate by September 30th they will be entered to win over \$1000 in Big Agnes camping gear.** This is by far one of the best giveaways of the year, and it only takes \$25 to participate!

By telling your community about this opportunity to support Leave No Trace you are contributing substantially to our vision of a world where all people know how to respect and care for the outdoors. **Consider sending an email to friends and family, posting on social media or sharing this deal with groups that you are a part of.** To make this easier for you, here is some language that you can use (if you want to personalize it, even better):

As you know I'm very enthusiastic about Leave No Trace education, and believe that it truly makes a difference in preserving our natural wonders. You may already be aware of this, but Leave No Trace is more than a concept — it is an organization, known as the Leave No Trace Center for Outdoor Ethics.

In order to be successful in its mission of protecting the outdoors, the Center needs people to not only practice Leave No Trace, but to also donate to support the cause. And, right now is an incredible time to donate — give to Leave No Trace by September 30th for a chance to win more than \$1000 in Big Agnes camping gear, which is some of the finest outdoor equipment on the market today.

Plus, donations are tax deductible and will provide direct support for Leave No Trace solutions that put the outdoors on a path to a healthy and sustainable future. You can make a difference. Donate soon to enter the Big Agnes Gear Giveaway: www.lnt.org/bigagnesgiveaway

Thanks for your consideration in helping to protect the places we play.

Let me know if you have any questions, and **I appreciate all that you do for Leave No Trace!**

Thank you,



Ben Lawhon | Education Director
Leave No Trace Center for Outdoor Ethics

P.S. Want to enter the giveaway yourself? **Make a donation here.**

Email 5:

Time is running out — **Renew** today for a chance to win \$1000 worth of Big Agnes gear!



Last Day to Enter the Big Agnes Giveaway

Whether you're new to camping, or have been doing it for years, this giveaway is for you! **Renew your membership to Leave No Trace** and you might walk away with everything needed for a comfy stay in the outdoors — one two-person Big Agnes tent, two thirty-degree Big Agnes down sleeping bags and two three-season Big Agnes sleeping pads!

Memberships start at just \$25, and \$0.82 of every dollar provides direct support for protecting the great outdoors.

HURRY! The giveaway ends at midnight tonight.

RENEW NOW

Facebook 1:

 **Leave No Trace Center for Outdoor Ethics** ***
Published by Ailsa Walsh [?] · September 24 at 11:18 AM · 🌐

Get outfitted for your next camping trip — enter the @BigAgnes Giveaway for a chance to win over \$1000 in outdoor gear! Learn more: LNT.org/BigAgnesGiveaway #LeaveNoTraceMembers



LNT.ORG
Big Agnes Giveaway - Leave No Trace Center for Outdoor Ethics

Facebook 2:

 **Leave No Trace Center for Outdoor Ethics** ***
Published by Ailsa Walsh [?] · September 18 at 8:47 AM · 🌐

Do you enjoy learning about Leave No Trace best practices, following the stories of our Traveling Trainers or drilling into the science behind the Seven Principles? If yes, then it's time to #walkthewalk and support this critical work. Plus, there's never been a better time to give — when you join as a Leave No Trace member or donate by September 30th, you will be entered to win over \$1000 worth of @BigAgnes camping gear, including a tent, sleeping bags and sleeping pads! Give now: LNT.org/BigAgnesGiveaway #LeaveNoTraceMembers Photo: Devon Balet



Facebook 3:

 **Leave No Trace Center for Outdoor Ethics**
Published by Ailsa Walsh [?] · September 29 at 5:55 PM · 🌐

Feeling lucky? Enter our @BigAgnes Giveaway for a chance to win 1 tent, 2 sleeping bags and 2 sleeping pads! All it takes to enter is a donation to Leave No Trace. The giveaway ends tomorrow, so make your gift now: LNT.org/BigAgnesGiveaway (proceeds support education that helps to protect the outdoors) #LeaveNoTraceMembers



Instagram 1:

 leavenotracecenter • Following ...



📍

📖 Liked by ailsa_walsh and 654 others

leavenotracecenter Need to upgrade your camping kit? Join as a Leave No Trace member to win a two-person tent, two down sleeping bags and two three-season sleeping pads — that's more than \$1000 in camping gear! Enter the @bigagnes_ Giveaway before September 30th to qualify, link in bio #EnjoyYourWorld #LeaveNoTrace 🙌: @devonbalet

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Instagram 2:



leavenotracecenter • Following



 Liked by ailsa_walsh and 401 others

leavenotracecenter Feeling lucky? Enter our @bigagnes_ Giveaway for a chance to win 1 tent, 2 sleeping bags and 2 sleeping pads! All it takes to enter is a donation to Leave No Trace. The giveaway ends TOMORROW, so make your gift now: LINK IN BIO (proceeds support education that helps to protect the outdoors) #EnjoyYourWorld #LeaveNoTrace

its_my_life_64 It's not a "give-away" if it's

