

## 2019 COLORADO GIVES MEMBER DRIVE CAMPAIGN PERFORMANCE

Main landing page: <https://www.coloradogives.org/LNT/overview>

Colorado Gives Day was on 12/10 and **raised \$7330 from 30 gifts**. Two of these were major gifts, one of \$5000 and one of \$1000.

### Break down of gifts:

Acquisition	9	\$1,550
Renewal	11	\$5,485
Cultivation	10	\$295
<b>Total</b>	<b>30</b>	<b>\$7,330</b>

### Touchpoints:

- December 5: [Email 1](#) || 5.7K
- December 7: [Email 2](#) || 5.7K
- December 10: [Email 3](#) || 5.7K
- December 10: [Email 4](#) || 5.7K
- November 24 - December 19: Google Ads || 9.5K
- December 10: Facebook Ads || 300\* (there was an error that caused this ad to not show)

### Google Ads:

#### Donate on Colorado Gives Day | Protect Your Backyard | Leave No Trace

[Ad](#) [www.coloradogives.org/LNT](http://www.coloradogives.org/LNT)

9 out of 10 people are uninformed about how to minimize their impact in the outdoors. Our mission is to change that. Help save the natural world by donating to Leave No Trace.

#### Colorado Gives Day 2019 | Make a Tax Exempt Donation

[Ad](#) [www.coloradogives.org/LNT](http://www.coloradogives.org/LNT)

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### Facebook Ad:

 **Leave No Trace Center for Outdoor Ethics**  
 Published by Ailsa Walsh [?] · December 10, 2019 · ✨

It's #COGivesDay! Donate to protect the outdoors at:  
[www.coloradogives.org/LNT](http://www.coloradogives.org/LNT)

Colorado is home to some of the most inspiring landscapes you will ever encounter. Together we can make sure it stays that way!  
 #GiveWhereYouLive

Every dollar you donate through @ColoradoGives.org is 100% tax deductible.



Presented by Community First Foundation and FirstBank

**Leave No Trace Center for Outdoor Ethics** [Learn More](#)  
 Nonprofit Organization

**288** People Reached      **7** Engagements      [Boost Again](#)

**Email 1:**

*Will you give where you live?*




**Be Part of #COGivesDay**

Colorado's largest day of giving, Colorado Gives Day, is taking place on **Tuesday, December 10, 2019**. On this day, thousands of people come together to support Colorado nonprofits like Leave No Trace.

When it comes to protecting nature, Leave No Trace is one of the very few environmental nonprofits taking a proactive stance by focusing on education and research. If you treasure the time you spend outside and want to **make sure people know how to respect Colorado's natural wonders**, **donate to Leave No Trace** thru ColoradoGives.org to support this unique training effort.

[Learn More](#)

**Email 2:**

Coloradans, learn how we're *preserving the future of the outdoors in your state.*



## Leave No Trace in Colorado

The Leave No Trace Center for Outdoor Ethics broadcasts its core message about simple, effective methods for protecting natural areas across the United States and around the globe. **Headquartered in Colorado, there's no place where the Center is more active than in our home state.**

Check out this blog to learn more about how we are protecting Colorado's outdoors.

[Read More](#)

You can help make Colorado an even better place to live by making or scheduling a donation at [Coloradogives.org/LNT](https://coloradogives.org/LNT).

## Email 3:

Protect Colorado's outdoors with [a donation to Leave No Trace](#).



## Protect Your Backyard

Celebrate your favorite in-state charities on Colorado Gives Day!

Please consider [a donation to Leave No Trace](#) to protect the beautiful natural resources in our state.

Many of **your favorite Colorado destinations** have been helped by our Hot Spots program:

- Fourmile Canyon
- Mt. Bierstadt
- San Juan National Forest
- Conundrum Hot Springs
- Guffey Cove
- South Colony Lakes
- Sangre de Cristo Wilderness
- Mt. Sneffels Wilderness: Blue Lakes
- Monarch Crest Trail
- West Maroon Trailhead
- Chatfield State Park

Next year, one more threatened Colorado area—City of Colorado Springs Regional Parks—will receive unique, site-specific training, consulting and service projects to help reverse recreational impacts and begin the road to a healthy recovery.

Beyond revitalization of these Hot Spots, Leave No Trace continues to [strengthen local youth education](#) and [drive sustainable tourism](#) for the state.

**Give where you live**—preserve the future of the outdoors in Colorado.

[Donate Today](#)

Email 4:



## Time Is Running Out

Colorado is home to some of the most inspiring landscapes you will ever encounter. Together we can make sure it stays that way!

**Please help us reach our goal of \$10,000 donated on Colorado Gives Day.** Thanks to the \$1 Million Incentive Fund from Community First Foundation and FirstBank, your donation goes further on Colorado Gives Day.

[Donate Now](#)

Every dollar you **donate** through ColoradoGives.org is 100% tax deductible.