

## 2019 LAST DITCH MEMBER DRIVE CAMPAIGN PERFORMANCE

Main landing page: <https://Int.org/give/all-donations-doubled/>

The last ditch ran from 12/26 to 12/31 and raised **\$5155 from 68 gifts.**

### Break down of gifts:

Acquisition	9	\$425
Renewal	25	\$1,650
Cultivation	34	\$3,080
<b>Total</b>	<b>68</b>	<b>\$5,155</b>

### Touchpoints:

- December 26: [Email 1](#) || 74K
- December 28: [Email 2](#) || 74K
- December 29: [Email 3](#) || 74K
- December 28: Facebook post || 5.2K reach
- December 28: Instagram post || 12.4K reach
- December 30: [Email 4](#) || 74K
- December 31: Facebook || 5.7K
- December 31: Instagram post || 8.7K reach
- December 26-December 31: Homepage Slider || 3.1K pageviews

## Email 1:

Plus, *double your good* for a chance to win a tent!



In 2019 — our 25th year of leading the Leave No Trace movement — the Center:

- Logged more than **4,400 volunteer hours** and removed **11,100 pounds of waste** at grassroots clean-ups and Hot Spots across the country
- Reached **100,000+** youth with Leave No Trace education
- Conducted over **670 Leave No Trace events from coast to coast** connecting with adults and children of all ages and backgrounds
- Taught more than **2,600 people advanced Leave No Trace trainings** preparing them to be the best possible teachers of outdoor ethics

All of this and more is made possible only because of advocates like you. **Thank you for the many ways you support Leave No Trace!**

If you would like to see this critical work continued in 2020, consider **making a year-end donation** or **becoming a member**. All gifts received by 12/31 will not only be matched by our partner Klean Kanteen, donors will also get entered to win a Big Agnes 4-person tent!

[Donate Now](#)

[Become a Member](#)

**Email 2:**

*And, you could **win a Big Agnes 4-person tent.***



Hi Jenna,

With people taking over 13 billion trips into the outdoors in 2019, damage to nature was evident, at times devastating and long lasting. Leave No Trace is on the forefront of changing this troubling trend and you too can help lead the charge to protect the environment in 2020.

To close 2019 on the strongest footing, Klean Kanteen has come forward to match all gifts up to \$10,000 to help Leave No Trace combat serious threats to the outdoors. That means **your donation will go twice as far** in the fight to save nature.

**Help reduce or eliminate costly and irreversible damage to nature through Leave No Trace education, training and outreach.**

**Click here** to provide 2X the funds and help protect the outdoors for generations to come.

It all starts with your commitment. We can't do it without you.

**DONATE** or **BECOME A MEMBER**

Sincerely,



A handwritten signature in black ink that reads "Dana Watts".

Dana Watts  
Executive Director  
Leave No Trace Center for Outdoor Ethics

P.S. When you give before 12/31 you'll be entered to **win a Big Agnes 4-person tent!**

### Email 3:

Hey Jenna,

I wanted to make sure that you got my message below.

**This is a rare opportunity to increase your impact** — now through the end of the year **Klean Kanteen will match your gift dollar for dollar.**

Without effective, relevant and accessible public education focused on Leave No Trace outdoor ethics, a sustainable recreational future is likely unattainable. Can we count on you to make a gift to ensure this critical outreach continues?

**Here is the link to donate: [LNT.org/all-donations-doubled](https://lnt.org/all-donations-doubled)** (remember, when you give now you'll also be entered to win a Big Agnes 4-person tent)

Thank you again for your tremendous support, and here's to a 2020 that is full of wonder and adventure!

Best,  
Dana

---



Hi Jenna,

With people taking over 13 billion trips into the outdoors in 2019, damage to nature was evident, at times devastating and long lasting. Leave No Trace is on the forefront of changing this troubling trend and you too can help lead the charge to protect the environment in 2020.

To close 2019 on the strongest footing, Klean Kanteen has come forward to match all gifts up to \$10,000 to help Leave No Trace combat serious threats to the outdoors. That means **your donation will go twice as far** in the fight to save nature.

**Help reduce or eliminate costly and irreversible damage to nature through Leave No Trace education, training and outreach.**

**Click here** to provide 2X the funds and help protect the outdoors for generations to come.

It all starts with your commitment. We can't do it without you.

**DONATE** or **BECOME A MEMBER**

Sincerely,



Dana Watts  
Executive Director  
Leave No Trace Center for Outdoor Ethics

P.S. When you give before 12/31 you'll be entered to **win a Big Agnes 4-person tent!**

**Email 4:**

How will you *change the world* today?



## 48 Hours to Save the Outdoors



Thanks to the Leave No Trace community we've raised over \$7,200 for the good of the outdoors this past week! That means **we still have \$2,800 left to secure the entire 10K match from Klean Kanteen** — funding for nature we can't afford to lose.

And, while the Center is making incredible progress to ensure Leave No Trace is **in every park** and available to **all kids**, we're requesting even more resources to make these initiatives a reality.

Be a part of the movement and consider **donating** or **joining** as a member this year-end. You are the first line of defense when it comes to protecting the outdoors and your support is needed now more than ever!

**Plus, give before the end of the year for a chance to win a 4-person Big Agnes tent.**

[Donate Now](#)

[Become a Member](#)

## Facebook 1:

 **Leave No Trace Center for Outdoor Ethics** is with Big Agnes and Klean Kanteen. ...  
Published by Ailsa Walsh [?] · December 28, 2019 at 10:37 AM · 🌐

Help us reach our end of year goal and provide Leave No Trace education to people across the country! Donate today - <https://Int.org/give/all-donations-doubled/> 🇺🇸 🌍



### All Donations Doubled

Now through the end of the year, up to \$10,000 in donations will be matched by our partner Klean Kanteen. You can help ensure Leave No Trace receives the entire match by making a gift today. Plus, if you donate now, you'll be entered to win a 4-person Big Agnes Tent!

✔ **Get More Likes, Comments and Shares**  
Boost this post for \$100 to reach up to 31,000 people.

**5,208** People Reached      **72** Engagements      [Boost Post](#)

👍 20      1 Comment 4 Shares

## Facebook 2:

 **Leave No Trace Center for Outdoor Ethics** ...  
Published by Ailsa Walsh [?] · December 31, 2019 at 11:44 AM · 🌐

Happy New Year Leave No Tracers! Your support of the Leave No Trace movement has made our 25th year our most engaging yet. Here's to a 2020 of more learning, more teaching, more work to do and most importantly more of you!

Don't forget to give if you can before the end of the year - Klean Kanteen is matching all donations up to \$10k (<https://Int.org/give/all-donations-doubled/>) OR purchase one of our newly designed Klean water bottles for 15% off using HOLIDAY15 (<https://shop.Int.org/collections/just-in/>)! Keep spreading the word and we'll see you all in the new decade 🥳 #EnjoyYourWorld #LeaveNoTrace

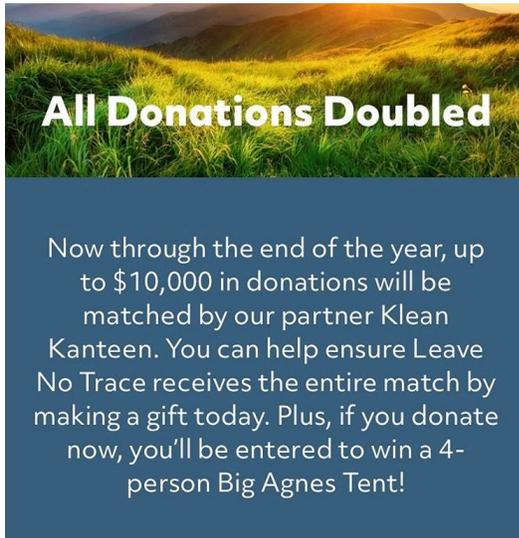


✔ **Get More Likes, Comments and Shares**  
Boost this post for \$100 to reach up to 31,000 people.

**5,753** People Reached      **92** Engagements      [Boost Post](#)

👍 José Luis Orbeagozo, Di Em and 50 others      1 Comment 6 Shares

### Instagram 1:



[View Insights](#)

[Promote](#)



Liked by [faithoveralls](#) and 268 others

**leavenotracecenter** Help us reach our end of year goal and provide Leave No Trace education to people across the country! Donate today - link in bio. 🌲🌍

### Instagram 2:



[View Insights](#)

[Promote](#)



Liked by [epicweekendadventures](#) and 335 others

**leavenotracecenter** Happy New Year Leave No Tracers! Your support of the Leave No Trace movement has made our 25th year our most engaging yet. Here's to a 2020 of more learning, more teaching, more work to do and most importantly more of you!

Don't forget to give if you can before the end of the year - [@kleankanteen](#) is matching all donations up to \$10k (link in stories) OR purchase one of our newly designed Klean water bottles for 15% off using