

## 25TH ANNIVERSARY MEMBER DRIVE CAMPAIGN PERFORMANCE

Main landing page: <https://Int.org/give/special-25th-anniversary-t-shirt/>

The 25th anniversary member tee drive ran from 10/11 to 11/1 and **raised \$6,915 from 159 one-time gifts**, and should **bring in nearly \$8,700 a year** from 63 monthly gifts.

### Break down of gifts:

Monthly Members	63	\$725/mo (\$8,700/yr)
Donors	96	\$6190
Total	159	\$6,915 (\$14,890/yr)

7 of the monthly members are “major monthly members” giving more than \$20/month.

### Touchpoints:

- October 10: [Email 1](#) || 70K
- October 11: Facebook post || 1K reach
- October 11: Instagram post || 7.6K reach
- October 15: Email 2 ([The Resource](#)) || 70K
- October 18: Facebook post || 2.9K reach
- October 18: Instagram post || 7.7K reach
- October 22: [Email 3](#) || 70K
- October 24: Facebook post || 3.4K reach
- October 24: Instagram post || 8.5K reach
- October 28: [Email 4](#) || 70K
- November 1: [Email 5](#) || 70K
- October 10-November 1: Popup || 35K opens
- October 10-November 1: Homepage slider || 11.8K pageviews

### Popup:

The screenshot shows a website header with social media icons, navigation links (About, Blog, Events, Shop, Membership), and a search icon. Below the header is a navigation bar with the 'Leave No Trace' logo and links for 'Why Leave No Trace?', 'Our Work', 'Research & Resources', and 'Get Involved'. A yellow 'GIVE' button is visible in the top right corner. The main content area features a large image of a person in a cap writing on a clipboard. Overlaid on this image is a dark blue popup with white text. The popup text includes 'Innovative Research Protects Lands', '25TH ANNIVERSARY T-SHIRT SPECIAL!', and a call to action: 'Join as a sustaining member for as low as \$10 a month or make a one-time donation of \$65 to get a sustainably sourced, limited edition, 25th anniversary Leave No Trace T-shirt!'. A yellow 'FREE T-SHIRT' button is located at the bottom of the popup.

## Email 1:

Celebrate 25 years of Leave No Trace with a limited edition t-shirt! [Join](#) or [donate](#) to get yours now.



### Leave No Trace Turns 25 Today!

Twenty-five years ago, environmental advocates from the public, the outdoor industry and the land management community responded to a call to protect natural lands and the Leave No Trace organization was born.

Fast-forward to 2019, and we are building upon our intention to ensure that all people and public lands across the country are powered with strong Leave No Trace skills and ethics. **But only with your help can we realize this vision.**



### 25th Anniversary T-shirt Special

For as low as \$10 a month, you can lay the foundation for a future world where every person respects and cares for the outdoors. Plus, **become a sustaining supporter (you can cancel anytime) and you'll get a free limited edition 25th Anniversary Leave No Trace T-shirt!**

Can't commit to a monthly gift? You can also make a \$65 one-time donation to snag the T-shirt and set the outdoors up for success.

**Hurry, get your T-shirt while supplies last!**

**FREE T-SHIRT**

*With a monthly gift as low as \$10*

**FREE T-SHIRT**

*With a one-time donation of \$65*

## Email 2:

Give \$10 a month or make a one-time \$65 donation to get a special Tee.



Dear Jenna,

As a key member of the Leave No Trace community, would you consider **becoming a sustaining member today?**

The damage to our natural places is great—and it's widespread. Your favorite parks are fighting to survive and need people like you to stand up for them. **Sustaining members provide critical and continuous funding throughout the year to protect the places that need it most.**

Your monthly support will provide:

- Site-specific solutions to threatened lands around the country,
- Leave No Trace education for 15 million people every year,
- New land management strategies to reduce waste at national parks, and much more!

Plus, monthly giving is convenient and you can change or cancel your gift at any time. **Join the community** of members that protect natural places all year long.



As a thank you for switching to a monthly membership, you will get a sustainably-sourced, limited edition, 25th anniversary Leave No Trace T-shirt! Just make sure to select your size at checkout.

**GIVE MONTHLY**

Thank you for your support of Leave No Trace. You are ensuring that public lands will be protected now and in the future.



Jenna Ovet

Jenna Ovet  
Membership & Major Gifts Manager  
[jenna@LNT.org](mailto:jenna@LNT.org) || 303.442.8222 x 105

P.S. Can't commit to a monthly gift, but still want the T-shirt? You can also **make a one-time donation of \$65** to get this special Leave No Trace Tee.

**Email 3:**

Celebrate 25 years of Leave No Trace with a monthly gift and a **special T-shirt**.



## Get Your T-shirt Before They Are Gone



**Become a sustaining member** for as low as \$10 a month and receive a special edition 25th anniversary Leave No Trace T-shirt.

Monthly members ensure resources are always available to help. And, it makes it easier for you because you don't have to remember to renew every year. Sustaining memberships can be canceled anytime.

Not sure about giving monthly, but still want the T-shirt? Show your support for 25 years of conservation across the country, and get your special Tee, by making a **one-time donation of \$65**.

**GIVE MONTHLY**

*Get a T-shirt for as low as \$10/month*

**GIVE ONCE**

*Get a T-shirt with a donation of \$65*

**Email 4:**

*Act fast! Supplies are running low.*



## This T-Shirt Could Be Yours



In celebration of 25 years of Leave No Trace, **help lay a foundation for the future by becoming a sustaining member**. Sustaining memberships start at just \$10 a month — that's the average price of lunch out or a Netflix subscription.

As a thank-you for your generosity you will **get an eco-friendly, limited edition, 25th anniversary Leave No Trace T-shirt!**

These soft Tees, made of recycled materials and cotton, are perfect for all outdoor enthusiasts. Yours free with a monthly membership (or a **one-time donation of \$65**).

**Hurry, get your T-shirt while supplies last!**

**MONTHLY DONATION**

*As low as \$10/month*

**ONE-TIME DONATION**

*Single contribution of \$65*

## Facebook 1:

**Leave No Trace Center for Outdoor Ethics**  
Published by Ailsa Walsh [?] · October 11 · 🌐

25 years ago TODAY the Leave No Trace organization was born — happy birthday to us, happy birthday to us, happy birthday to us!! 🎉

Help celebrate the past and plan for the future by becoming a sustaining member for as little as \$10 a month and get a free limited edition 25th anniversary Leave No Trace T-shirt! Can't commit to a monthly gift? You can also snag the T-shirt by making a \$65 one-time donation. Give now while supplies last: <https://lnt.org/give/special-25th-anniversary-t-shirt/>



945 People Reached      50 Engagements      [Boost Post](#)

👍❤️ 20      1 Comment 5 Shares

👍 Like      💬 Comment      ➦ Share      🌐

## Facebook 2:

**Leave No Trace Center for Outdoor Ethics**  
Published by Ailsa Walsh [?] · October 18 at 10:27 AM · 🌐

Want one of these limited edition 25th anniversary Leave No Trace T-shirts? Become a sustaining member for as low as \$10 a month or make a one-time donation of \$65 to lock in this special T-shirt. Get yours before they're gone: [LNT.org/25shirt](https://LNT.org/25shirt) #LeaveNoTraceMembers



2,892 People Reached      47 Engagements      [Boost Post](#)

👍❤️ 11

👍 Like      💬 Comment      ➦ Share      🌐

 Write a comment...      😊 📷 📄 🗨️

### Facebook 3:

 **Leave No Trace Center for Outdoor Ethics**  
Published by Ailsa Walsh [?] · October 24 at 3:20 PM · 🌐

Protect public lands all year long and get a special 25th anniversary Leave No Trace t-shirt! Learn more: [LNT.org/25shirt](https://LNT.org/25shirt)  
#LeaveNoTraceMembers



3,423 People Reached      87 Engagements      [Boost Post](#)

👍👎 26      1 Comment 1 Share

👍 Like    💬 Comment    ➦ Share    🌐

Most Relevant ▾

Write a comment... 📷 📧 🗑️

👑 Top Fan  
Victor Bleniek I want one!  
Like · Reply · Message · 2w

### Instagram 1:

📶 AT&T 📶      3:20 PM      🔋 96%  
🔒 instagram.com

<      Photo

 leavenotracecenter · Following      ⋮



📍    💬    📌

Liked by [faithoveralls](#) and [others](#)

leavenotracecenter 25 years ago TODAY the Leave No Trace organization was born — happy birthday to

🏠 🔍 ➕ ❤️ 👤

## Instagram 2:

AT&T 3:21 PM 96%

AA instagram.com

< Photo

leavenotracecenter • Following



♥️ 💬 🚩

Liked by **faithoveralls** and others

**leavenotracecenter** Want one of these limited edition 25th anniversary Leave No Trace T-shirts? Become a sustaining member for as low as \$10 a month or make a one-time donation of \$65 to lock in this special T-shirt. Get yours before they're gone:

🏠 🔍 + ❤️ 👤

< > 📤 📖 📄

## Instagram 3:

AT&T 3:21 PM 96%

AA instagram.com

< Photo

leavenotracecenter • Following



♥️ 💬 🚩

Liked by **faithoveralls** and others

**leavenotracecenter** Protect public lands all year long and get a special 25th anniversary Leave No Trace t-shirt! Learn more: link in bio  
#LeaveNoTraceMembers

🏠 🔍 + ❤️ 👤

< > 📤 📖 📄