

7 PRINCIPLES GIVEAWAY MEMBER DRIVE CAMPAIGN PERFORMANCE

Main landing page: <https://Int.org/give/7principlesgiveaway/>

The 7 principles giveaway ran from 12/15 to 12/23 and raised \$3780 from 63 gifts.

Break down of gifts:

Donors	63	\$3,780
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30 people bought a golden ticket at \$100. The rest were \$20 donations.

Touchpoints:

- December 16: [Email 1](#) || 64K
- December 17: [Email 2](#) (The Resource) || 77K
- December 17: Facebook post || 4.6K reach
- December 17: Instagram post || 7.2K reach
- December 18: [Email 3](#) || 64K
- December 18: Facebook post || 3.9K reach
- December 18 : Instagram post || 7.2K reach
- December 19: [Email 4](#) || 64K
- December 19: Facebook post || 4.2K reach
- December 19: Instagram post || 8.3K reach
- December 20: [Email 5](#) || 64K
- December 20: Facebook post || 4K reach
- December 20: Instagram post || 10.4K reach
- December 20: [Email 6](#) || 64K
- December 21: Facebook post || 5.1K reach
- December 21: Instagram post || 9.6K reach
- December 20: [Email 7](#) || 64K
- December 22: Facebook post || 5.3K reach
- December 22: Instagram post || 16.6K reach
- December 20: [Email 8](#) || 64K
- December 23: Facebook post || 3.8K reach
- December 23: Instagram post || 11.6K reach
- December 16-December 23: Popup || 7.5K opens
- December 16-December 23: Homepage Slider || 5.2K pageviews

Popup:



The image shows a dark blue popup banner with a yellow 'x' button in the top right corner. The main text reads '7 Principles. 7 Chances to Win!' in large white font. Below it, in smaller white text, is the message: 'From Apple AirPods and a Yeti cooler to top-of-the-line hiking poles and one-of-a-kind artwork, you don't want to miss the 7 Principles Giveaway!'. At the bottom left, there is a yellow button with the text 'LEARN MORE' in black.

Email 1:

7 Principles. 7 prizes!

STARTS TOMORROW



Heads up! For a week straight we'll be highlighting each of the 7 Principles, with incredible new prizes every day. Don't miss it!

<p>PRINCIPLE 1: Plan Ahead and Prepare Planning ahead pays off.</p>	 <p>WIN A WATER PURIFIER!</p>
<p>PRINCIPLE 2: Travel and Camp on Durable Surfaces Stick to the trails with this helpful tool.</p>	 <p>WIN A PAIR OF LEKI HIKING POLES!</p>
<p>PRINCIPLE 3: Dispose of Waste Properly Pack it in, Pack it out.</p>	 <p>WIN A DEUTER DETRAGI!</p>
<p>PRINCIPLE 4: Leave What You Find "Leave only footprints, take only pictures."</p>	 <p>WIN A EDITHYN BEALS ORIGINAL PAINTING!</p>
<p>PRINCIPLE 5: Minimize Campfire Impacts A safer, less impactful alternative to a campfire.</p>	 <p>WIN A PRIMUS CAMP STOVE!</p>
<p>PRINCIPLE 6: Respect Wildlife "A fed bear is a dead bear."</p>	 <p>WIN A BEAR-SAFE YETI COOLER!</p>
<p>PRINCIPLE 7: Be Considerate of Other Visitors Let nature sounds prevail.</p>	 <p>WIN APPLE AIRPODS (wireless ear buds)</p>

How It Works

Donate \$20 to your favorite prize (or favorite Principle) for a chance to win that giveaway. Donate \$100 for a **GOLDEN TICKET** which grants you entry into **all seven giveaways!** Don't miss it!

The 7 Principles Giveaway starts on December 17th, and winners will be drawn on December 23rd.

[LEARN MORE](#)

Email 2:



In 2019, We Seized the Power to Protect



This year was Leave No Trace's 25th anniversary and thanks to all of you, it's been one of our best years yet. Leave No Trace is most effective when we can serve all communities and everyone spending time outdoors. Thanks to the efforts of our members, partners and followers, we reached more people than ever in 2019.

There is exciting work to be done! Learn more about what's next from Leave No Trace's Executive Director.

[Read Now](#)

Leave No Trace Community Opt to Act With Cleanups Nationwide



This November, Leave No Trace joined with REI for their annual #OptOutside celebration. Together, we engaged communities across the U.S. to Opt to Act and do something good for our natural areas.

With over over 875 volunteers, we cleaned up nearly 9,000 pounds of trash. Check out this video for an inside look into one of the cleanups!

[Watch Now](#)

BRAND NEW Product Discount

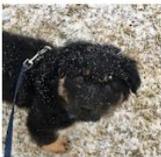


Looking for a last-minute holiday gift that supports a good cause? New Klean Kanteen water bottles with specialized Leave No Trace designs are the perfect present for anyone left on your list! These reusable water bottles will help your loved one to Leave No Trace by replacing disposable cups. Use the code "Holiday15" at checkout between now and the end of the year to receive 15% off.

PLUS for a limited time only take things a step further with our Leave No Trace membership gear packages. Water bottles are included along with tons of other great gear and a year-long membership to Leave No Trace. Get gifting!

[Shop Now](#)

5 Leave No Trace Essentials for Winter



Winter is a great time to get outside! Do you know these five tips for heading out on a winter hike or other cold-weather excursions? Test your knowledge and share with friends who are new to Leave No Trace.

[Learn More](#)

Become a Traveling Trainer



Looking for a job that will change your life? We are hiring! You could become the next Suban/Leave No Trace Traveling Trainers beginning in April 2020. Read the full description and get in touch.

[Apply Now](#)

7 Days of Prizes Starts Now!



This week we're highlighting each of the 7 Principles with incredible prizes every single day.

Kicking things off, today's principle is Plan Ahead and Prepare, which is why when you donate \$20 to Principle 1 you'll automatically get a granite slow straw from Klean Kanteen and a Mel Wins—both items that will help you reduce waste on your next adventure. Plus, 3 lucky donors will win a GSIANTL Ultralight Compact Water Purifier (valued at \$89.95)!

[Enter the Giveaway](#)

Leave No Trace Trivia

What do pepperoni pizza and Leave No Trace have in common?

In Your Neck of the Woods

The Suban/Leave No Trace Traveling Trainers are winding down their events for 2019. However, the Center is taking submissions from schools, camps, recreation groups and other groups across the country for 2020 and beyond. If your organization hosts outdoor-minded events that would be a good fit for Leave No Trace education and outreach, get in touch! Learn more about what we can offer and [request a program](#).

Email 3:

GIVEAWAY Day 2: *Win a pair of LEKI hiking poles!*



The 7 Principles Giveaway



Shortcutting switchbacks, trampling vegetation and pitching tents on fragile soil can all lead to erosion. Stay on trails whenever possible, and opt for highly durable surfaces such as rock, sand or gravel when camping or traveling — this helps protect the land and waterways.

You could WIN!

Today's principle is **Travel and Camp on Durable Surfaces**, which is why when you **donate \$20** to Principle 2 you'll be entered to win a pair of **LEKI Micro Vario Carbon hiking poles** (valued at \$249.95 a pair!). Just think of all the durable surfaces you could hike on with those...

Or, donate \$100 for a **GOLDEN TICKET** which grants you entry into **all seven giveaways!**

[LEARN MORE](#)

[GIVE TO WIN](#)



Email 4:

Today's prize is here to help with that.



The 7 Principles Giveaway



Any trash we leave behind will, undoubtedly, affect other people, water and wildlife. Everything from micro trash to food waste should be carried out or properly disposed of — not burned, or left for wildlife to discover. Pack it in, pack it out!

You could WIN!

For Principle 3: **Dispose of Waste Properly**, 25 lucky donors will win a Leave No Trace customized Deuter dirtbag — perfect for packing out your trash (and other people's trash, too!). **Donate** \$20 for a chance to win this prize, or donate \$100 for a **GOLDEN TICKET** which grants you entry into **all seven giveaways!**

[LEARN MORE](#)

[GIVE TO WIN](#)



Email 5:

You'll want to hang [this prize](#) on your wall.



The 7 Principles Giveaway



Damaging live trees and plants creates minimal benefit and maximum impact. All rocks, flowers, antlers and other natural objects should be left exactly as you find them. Instead of taking home that neat seashell, take a photo or draw a picture as a keepsake.

You could WIN!

Donate \$20 to Principle 4: **Leave What You Find** for a chance to win this amazing **Kathryn Beals** original 12"x24" painting made from resin and copper leaf on cradled wood (\$600 value!). Donate \$100 for a **GOLDEN TICKET** which grants you entry into **all 7 giveaways!**

[LEARN MORE](#)

[GIVE TO WIN](#)



Thank you for your support of Kathryn Beals' benefit for Leave No Trace this summer! Kathryn is a professional artist and former forester who uses her artwork to raise funding for conservation nonprofits. Her last nonprofit series raised \$5,225 for Leave No Trace, and she donated 100% of the proceeds.

Email 6:

Today's prize — a *Primus stove* — will help you put Principle 5 into practice.



The 7 Principles Giveaway



We know, it's hard to think about camping without a campfire. But ask yourself these important questions before you build one: How big is the risk of wildfire? Is there an existing fire ban? Are you in an area with sufficient wood? A true Leave No Trace fire shows no evidence of ever having been constructed.

You could WIN!

Today's Principle is **Minimize Campfire Impacts**. If you're looking for a safer, less-impactful alternative to a campfire, **donate** \$20 for a chance to win a **Primus Essential Stove**. Interested in winning all of these great prizes? A \$100 donation enters you into **all seven giveaways!**

[LEARN MORE](#)

[GIVE TO WIN](#)



Email 7:

Don't miss your chance to **WIN a YETI cooler!**



The 7 Principles Giveaway



Remember, you're a visitor to their home. Be considerate and observe wildlife from afar so as not to scare the animals or force them to flee (Do you know the **thumb trick**?). Store your food securely and keep all garbage, particularly food scraps, away from animals.

You could WIN!

Donate \$20 to Principle 6: **Respect Wildlife** for a chance to win a **YETI Tundra 35 bear-safe cooler** (valued at \$249.99!). Respecting wildlife and keeping your food cold never looked better. Donate \$100 for a **GOLDEN TICKET** which grants you entry into **all seven giveaways!**

[LEARN MORE](#)

[GIVE TO WIN](#)



Email 8:

But this Principle applies every day. *Plus, your chance to win Apple AirPods!*



The 7 Principles Giveaway



Maintaining courtesy toward other visitors helps ensure that everyone will enjoy their outdoor experience. Consider how your experience might affect someone else's. Many people come to the outdoors to find solitude and listen to nature. Blaring your personal playlist through external speakers can take away from the natural appeal of the outdoors — if you need music opt for ear buds instead, and keep the volume low enough to hear other trail users.

You could WIN!

Donate \$20 to Principle 7: **Be Considerate of Other Visitors** for a chance to win a pair of **Apple AirPods** (\$199 value) — so you can enjoy your tunes while everyone else enjoys the quiet. And, don't forget you can sign up for **all seven giveaways** by donating \$100!

[LEARN MORE](#)

[GIVE TO WIN](#)



Facebook 1:



Leave No Trace Center for Outdoor Ethics Published by Ailsa Walsh [?] · December 17, 2019 at 10:25 AM ·

We're kicking off the 7 Principles Giveaway today! With incredible prizes 🎁 all week there's no better time to give.

HOW IT WORKS: Donate \$20 to your favorite prize (or favorite Principle!) for a chance to win that giveaway. Donate \$100 for a GOLDEN TICKET which grants you entry into all seven giveaways!

For Principle 1: Plan Ahead and Prepare, a \$20 donation automatically gets you a stainless steel straw from *Klean Kanteen* and a *Meli Wraps*, both items that will help you reduce waste on your next adventure. Plus, 3 lucky donors will win a *GRAYL* Ultralight Compact Water Purifier (valued at \$69.95) — planning ahead pays off!

ENTER TO WIN: <https://lnt.org/give/7principlesgiveaway/>

#LeaveNoTraceMembers #The7PrinciplesGiveaway #DonateToWin



Get More Likes, Comments and Shares
Boost this post for \$100 to reach up to 30,000 people.

4,551 People Reached	88 Engagements	Boost Post
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 [Dean Cattell, FarmingtonRiver Steward and 20 others](#) 9 Shares

Facebook 2:

 **Leave No Trace Center for Outdoor Ethics**
Published by Ailsa Walsh [?] · December 18, 2019 at 10:50 AM · 🌐

Today's principle is Travel and Camp on Durable Surfaces, which is why when you donate \$20 to Principle 2 you'll be entered to win a pair of LEKI Micro Vario Carbon hiking poles (valued at \$249.95 a pair!). Just think of all the durable surfaces you could hike on with those... Enter to win: <https://lnt.org/give/7principlesgiveaway/>

#LeaveNoTraceMembers #The7PrinciplesGiveaway #DonateToWin



 **Get More Likes, Comments and Shares**
Boost this post for \$100 to reach up to 30,000 people.

3,948 People Reached **91** Engagements [Boost Post](#)

 Jerry Halbert, Nadine Y Carlitos Quiles and 10 others 2 Comments 5 Shares

Facebook 3:

 **Leave No Trace Center for Outdoor Ethics**
Published by Ailsa Walsh [?] · December 19, 2019 at 1:30 PM · 🌐

A little trash goes a long way... today's prize is here to help with that! For Principle 3: Dispose of Waste Properly, 25 lucky donors will win a Leave No Trace customized Deuter dirtbag — perfect for packing out your trash (and other people's trash, too!). Donate \$20 for a chance to win this prize, or donate \$100 for a GOLDEN TICKET which grants you entry into all seven giveaways! Learn more: <https://lnt.org/give/7principlesgiveaway/>

#LeaveNoTraceMembers #The7PrinciplesGiveaway #DonateToWin



 **Get More Likes, Comments and Shares**
Boost this post for \$100 to reach up to 30,000 people.

4,188 People Reached **77** Engagements [Boost Post](#)

 Theresa Stabeno, Sara A Holtz and 24 others 12 Shares

Facebook 4:

 Leave No Trace Center for Outdoor Ethics
Published by Ailsa Walsh [?] · December 20, 2019 at 11:22 AM · 🌐

“Take only pictures, leave only footprints.” Donate \$20 to Principle 4: Leave What You Find for a chance to win this amazing Kathryn Beals original 12”x24” painting made from resin and copper leaf on cradled wood (\$600 value!). Give to win:
<https://lnt.org/give/7principlesgiveaway/>

Interested in winning all of these great prizes? A \$100 donation enters you into all seven giveaways! Get your GOLDEN TICKET now:
[LNT.org/7principlesgiveaway](https://lnt.org/7principlesgiveaway)

#LeaveNoTraceMembers #The7PrinciplesGiveaway #DonateToWin



 **Get More Likes, Comments and Shares**
Boost this post for \$100 to reach up to 30,000 people.

3,982 People Reached	55 Engagements	Boost Post
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  Ann Hyde, Shannon Kelley and 18 others 8 Shares

Facebook 5:

 Leave No Trace Center for Outdoor Ethics
Published by Ailsa Walsh [?] · December 21, 2019 at 10:56 AM · 🌐

The 7 Principles GIVEAWAY is heating up 🔥 Stay cool with this prize! Donate \$20 to Principle 5: Minimize Campfire impacts for a chance to win a Primus.us Essential stove — a safer, less impactful alternative to campfire. And, don't forget you can sign up for all seven giveaways by donating \$100 for a GOLDEN TICKET! Enter the giveaway:
[LNT.org/7principlesgiveaway](https://lnt.org/7principlesgiveaway)

#LeaveNoTraceMembers #The7PrinciplesGiveaway #DonateToWin



 **Get More Likes, Comments and Shares**
Boost this post for \$100 to reach up to 30,000 people.

5,061 People Reached	89 Engagements	Boost Post
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  Scott Karns, Dan Myles and 19 others 3 Comments 9 Shares

Facebook 6:

 **Leave No Trace Center for Outdoor Ethics** Published by Ailsa Walsh [?] · December 22, 2019 at 10:22 AM · 

Wanna keep this guy away from your campsite? Donate to Principle 6, Respect Wildlife, for a chance to win today's prize: a YETI bear safe cooler! The 7 Principles Giveaway ends tomorrow. Don't miss it: <https://lnt.org/give/7principlesgiveaway/>

#RespectWildlife #LeaveNoTraceMembers #The7PrinciplesGiveaway #DonateToWin



 **Get More Likes, Comments and Shares**
Boost this post for \$100 to reach up to 30,000 people.

5,318 People Reached	106 Engagements	Boost Post
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 Sharon K McDaniel, Ann Hyde and 29 others 12 Shares

Facebook 7:

 **Leave No Trace Center for Outdoor Ethics** Published by Ailsa Walsh [?] · December 23, 2019 at 10:13 AM · 

Only hours left in The 7 Principles Giveaway! Check out our amazing lineup of prizes and donate for a chance to WIN! Today's prize, a pair of Apple AirPods, will help you let nature sounds prevail, a staple of Principle 7: Be Considerate of Other Visitors. Enter to win: <https://lnt.org/give/7principlesgiveaway/>

#LeaveNoTraceMembers #The7PrinciplesGiveaway #DonateToWin



 **Get More Likes, Comments and Shares**
Boost this post for \$100 to reach up to 30,000 people.

3,847 People Reached	44 Engagements	Boost Post
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 Nadine Y Carlitos Quiles, Mike Schmitt and 2 others 1 Comment 4 Shares

Instagram 1:



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Liked by [faithoveralls](#) and 203 others

leavenotracecenter We're kicking off the 7 Principles Giveaway today! With incredible prizes 🎁 all week there's no better time to give.

HOW IT WORKS: Donate \$20 to your favorite prize (or favorite Principle!) for a chance to win that

Instagram 2:



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Liked by [dean.cool](#) and 228 others

leavenotracecenter Today's principle is Travel and Camp on Durable Surfaces, which is why when you donate \$20 to Principle 2 you'll be entered to win a pair of [@lekiusa](#) Micro Vario Carbon hiking poles (valued at \$249.95 a pair!). Just think of all the durable surfaces you could hike on with those! Enter to win: [link in bio](#) .

Instagram 3:



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Liked by **faithoverall** and **288 others**

leavenotracecenter A little trash goes a long way... today's prize is here to help with that! For Principle 3: Dispose of Waste Properly, 25 lucky donors will win a Leave No Trace customized @deuter_usa dirtbag — perfect for packing out your trash (and other people's trash, too!). Donate \$20 for a chance to win this prize, or donate \$100 for a GOLDEN TICKET which grants you entry into all seven giveaways! Learn more: link in bio

Instagram 4:



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Liked by **epicweekendadventures** and **370 others**

leavenotracecenter "Take only pictures, leave only footprints." Donate \$20 to Principle 4: Leave What You Find for a chance to win this amazing @kathrynbeals original 12"x24" painting made from resin and copper leaf on cradled wood (\$600 value!). Give to win: LNT.org/7principlesgiveaway Interested in winning all of these great prizes? A \$100 donation enters you into all seven giveaways! Get your GOLDEN TICKET now: LNT.org/7principlesgiveaway (link in bio) .

Instagram 5:



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Liked by dean.cool and 304 others

leavenotracecenter The 7 Principles GIVEAWAY is heating up 🔥 Stay cool with this prize! Donate \$20 to Principle 5: Minimize Campfire Impacts for a chance to win a @primusequipment Essential stove — a safer, less impactful alternative to campfire. And, don't forget you can sign up for all seven giveaways by donating \$100 for a GOLDEN TICKET! Enter the giveaway: link in bio.

December 21, 2019

Instagram 6:

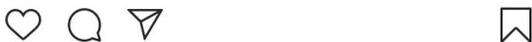


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Liked by faithoveralls and 860 others

leavenotracecenter Wanna keep this guy away from your campsite? Today's prize is pretty crazy guys! Donate to Principle 6, Respect Wildlife, for a chance to win: a @yeti bear safe cooler! The 7 Principles Giveaway ends tomorrow and your entry could win you a cooler 😎 Don't miss it: link in bio. .

#RespectWildlife #LeaveNoTraceMembers
#The7PrinciplesGiveaway #DonateToWin

View 1 comment

Instagram 7:



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Liked by **faithoveralls** and **220 others**

leavenotracecenter Only hours left in The 7 Principles Giveaway! Check out our amazing lineup of prizes and donate for a chance to WIN! Today's prize, a pair of Apple AirPods, will help you let nature sounds prevail, a staple of Principle 7: Be Considerate of Other Visitors. Enter to win: Link in bio!