

2019 GIVING TUESDAY MEMBER DRIVE CAMPAIGN PERFORMANCE

Main landing page: <https://Int.org/give/double-your-impact/>

The Giving Tuesday member drive ran from 11/25 to 12/4 and raised **\$29,121 from 264 gifts.**

Break down of gifts:

Acquisition	26	\$1,125
Renewal	124	\$12,150
Cultivation	114	\$15,846
Total	264	\$29,121

Touchpoints:

- November 25: [Email 1](#) || 74K
- November 26: [Email 2](#) (to educators) || 74K
- November 26: Facebook boosted post || 15K reach
- November 26: Instagram post || 6.9K reach
- November 27: [Email 3](#) || 74K
- November 29: : [Email 4](#) || 74K
- December 1: Facebook post || 4.2K reach
- December 1 : Instagram post || 9.8K reach
- December 3: [Email 5](#) || 74K
- December 3: Facebook post || 4.5K reach
- December 3: Instagram post || 7.7K reach
- December 4: Facebook post || 3.3K reach
- December 4: Instagram post || 6.9K reach
- November 25-December 4: Popup || 10K opens
- November 25-December 4: Homepage Slider || 5.9K pageviews
- November 22-December 5: Google Ads || 50 clicks

Homepage Slider:

Leave No Trace
Center for Outdoor Ethics

Why Leave No Trace? ▾ Our Work ▾ Research & Resources ▾ Get Involved ▾

GIVE

**All Gifts Matched!
Double Your Impact.**

PROTECT THE OUTDOORS

Popup:

x

DOUBLE YOUR DONATION!

Now through 12/4, our partner KEEN is **matching all donations** dollar for dollar. That's twice the impact! Plus, give and you could win a pair of KEEN shoes!

[LEARN MORE](#)

Google Ads:

Protect the Outdoors | Donate to Leave No Trace | Giving Tuesday

[Ad](#) www.lnt.org/DoubleYourGood 303-442-8222 ext. 105

9 out of 10 people are uninformed about how to minimize their impact in the outdoors. Our mission is to change that. Protect nature by giving to Leave No Trace. EIN: 84-1303335

Environmental Education · Protect the Outdoors · Enjoy Your World · Practice Leave No Trace

Courses: Awareness Workshops, Trainer Courses, Master Educator Courses

About Us

We protect the outdoors by teaching people how to enjoy it responsibly.

Donate Now

Public lands are hurting, but you can make a difference.

Blog

Tips, tricks and best practices—covering all things outdoor ethics.

Membership & Giving FAQs

Learn what it means to be a member. Get all the answers here.

Donate on Giving Tuesday | Leave No Trace

[Ad](#) www.lnt.org/DoubleYourGood 303-442-8222 ext. 105

9 out of 10 people are uninformed about how to minimize their impact in the outdoors. Our mission is to change that. Protect nature with a donation to Leave No Trace.

Environmental Education · Protect the Outdoors · Enjoy Your World · Practice Leave No Trace

Courses: Awareness Workshops, Trainer Courses, Master Educator Courses

About Us

We protect the outdoors by teaching people how to enjoy it responsibly.

Donate Now

Public lands are hurting, but you can make a difference.

Blog

Tips, tricks and best practices—covering all things outdoor ethics.

Membership & Giving FAQs

Learn what it means to be a member. Get all the answers here.

Email 1:

Give back to nature.



'Tis the season! Protect the outdoors.



Black Friday. Cyber Monday. #GivingTuesday. Only one gives back to the outdoors.

All year long, nature gives us peace, happiness, inspiration, adventure and so much more. In this season of giving thanks, **will you give back to nature?**

Your donations help protect the outdoors you love, and carve a path for a healthy and sustainable future. Now until December 4th, KEEN will **match your donation** dollar for dollar — that **doubles your impact**. Plus, you could win a pair of KEEN shoes of your choice!

This #GivingTuesday, give back to what makes your life meaningful.

[LEARN MORE](#)

[PROTECT NATURE](#)

Email 2:



Dear Jenna,

#GivingTuesday is right around the corner and as a Leave No Trace master educator I'd like your help sharing a **unique giving opportunity**. Now through Wednesday, December 4th our partner KEEN will be matching all gifts up to \$15,000! That means **every donation will go twice as far** in helping to achieve the Leave No Trace mission.

With all donations being **matched dollar for dollar** there couldn't be a better time to donate or let your friends and family know how they can support Leave No Trace. And, **anyone who gives by 12/4 will also be entered to win a free pair of KEEN shoes of their choice!** Check out LNT.org/DoubleYourImpact for all the details.

To make sharing this offer easier on social or by email, here is some sample language you can use (feel free to adjust this to better fit your voice):

As many of you know I am an educator for @LeaveNoTraceCenter for Outdoor Ethics, which is a nonprofit dedicated to teaching people how to enjoy the outdoors responsibly. People often ask me how they can get involved with Leave No Trace, so I thought I would share this #GivingTuesday opportunity with you.

Now thru December 4th their partner @KEEN will be matching all gifts up to \$15,000! That means every donation will go twice as far in helping to achieve the Leave No Trace mission. With all donations being matched dollar for dollar there couldn't be a better time for you to support Leave No Trace by making a donation. Plus, when you give before 12/4, you will be entered to win a free pair of KEEN shoes of your choice! If this sounds good to you, you can donate and enter the giveaway at LNT.org/DoubleYourImpact. Thanks for considering supporting a cause I care so deeply about. #LeaveNoTraceMembers

Let me know if you have any questions. Have a wonderful Thanksgiving and **thank you as always for all that you do to support Leave No Trace!**

Best,



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

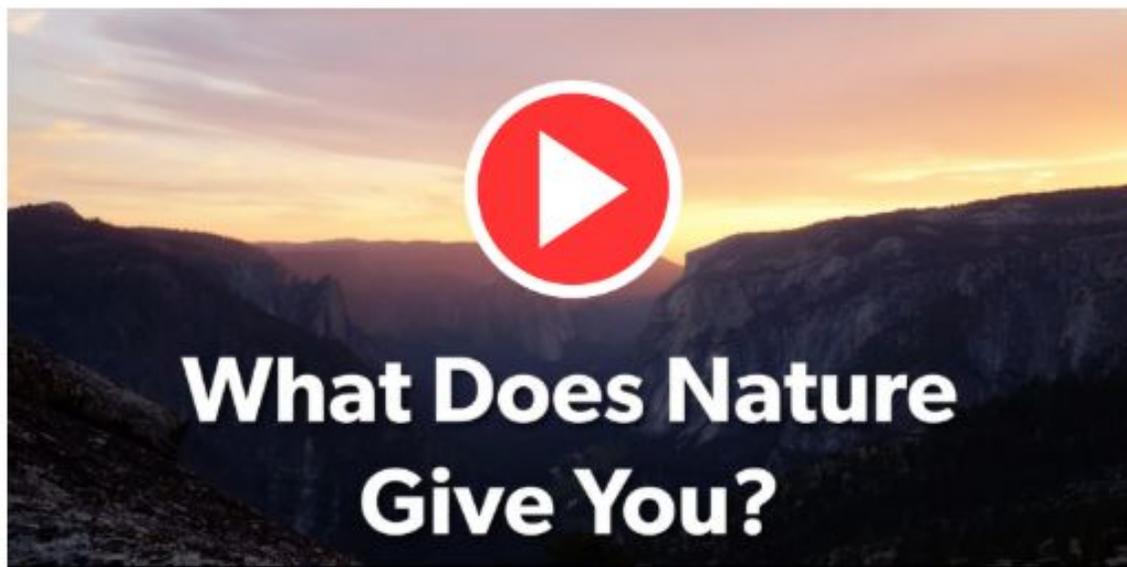
P.S. All gifts provide direct support for critical Leave No Trace education and research. Please share this opportunity or **make a donation here**.

Email 3:

DOUBLE your impact when you give by 12/4!



Give peace. Give health. Give happiness.
Give back to nature.



What makes you happy? What brings you peace? For many of us, the answer is nature. From lush valleys to high peaks, coastal cliffs to desert plains, nature's gifts are boundless. **This #GivingTuesday, give back to nature by [donating](#) or [becoming a member](#).**

From now until December 4th, KEEN will **match every donation** dollar for dollar — that **doubles your impact!** Plus, if you join today, you'll be entered to win a pair of KEEN shoes of your choice.

Your gift directly supports the causes that impact your life. Help protect nature, our most powerful source of inspiration.

[DONATE](#)

[JOIN](#)

Email 4:

Protect your adventure! [Join now.](#)



Hike. Climb. Ski. **Give.**



There are so many ways to enjoy nature, and each one gives us a reason to be thankful. For every tent pitched, every picnic shared, every peak reached — whatever your adventure may be — **show your gratitude by giving back to nature and [joining as Leave No Trace member.](#)**

This #GivingTuesday, **KEEN is matching every membership dollar for dollar**, so your generosity goes twice as far. Become a member today for a chance to win a pair of KEEN shoes (you pick the pair!)

Help keep the outdoors wild.

[LEARN MORE](#)

[JOIN NOW](#)

Email 5:

It's #GivingTuesday! Every gift MATCHED!



ENDS TOMORROW
We're almost there!



Double your impact. **Protect the outdoors.**

Last chance! Join today and KEEN will **match your gift** up to \$15,000. We're so close to our #GivingTuesday goal, but we need your help for the homestretch! **Will you give back to nature today?** (Plus, it's the last opportunity to enter to win a pair of KEEN shoes — you pick the pair!)

Help carve a path for a healthy and sustainable future, and protect the outdoors you love.

DONATE NOW

BECOME A MEMBER

Facebook 1 / boosted post:

 **Leave No Trace Center for Outdoor Ethics** ***
Published by Jenna Ovetz [?] · November 26, 2019 at 10:16 AM · 🌐 · 🌐

Nature gives us peace, happiness, inspiration and so much more. This upcoming #GivingTuesday, will you give back to nature? Between now and Giving Tuesday on 12/4, KEEN is matching all donations dollar for dollar — that's #DoubleYourImpact! You can make twice the difference here: <https://lnt.org/give/double-your-impact/>

·
·
·

#LeaveNoTraceMembers #GiveBackToNature



LNT.ORG
Nature Gives Me Learn More

15,014 **370**
People Reached Engagements Boost Again

Facebook 2:

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

Black Friday. Cyber Monday. #GivingTuesday. Only one gives back to the outdoors. Nature gives us so much all year long. In this season of giving thanks, will you give back to nature? Now through 12/4, @KEEN is matching all donations dollar for dollar — that's #DoubleYourImpact! Visit [LNT.org/DoubleYourImpact](https://lnt.org/DoubleYourImpact) to give now.

·
·
·

#LeaveNoTraceMembers #GiveBackToNature



#GIVINGTUESDAY

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

4,157 **39**
People Reached Engagements Boost Post

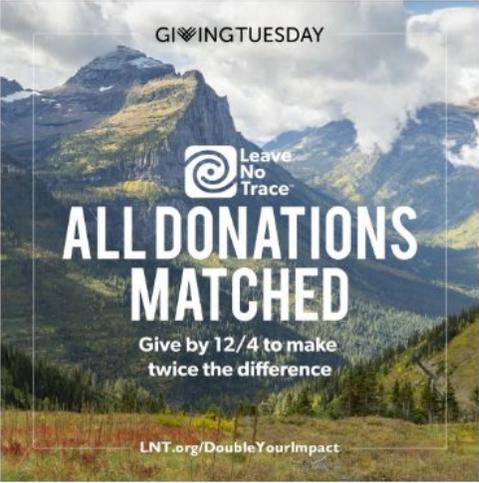
 Nadine Y Carlitos Quiles, Jason Cuzzetto and 13 others 4 Shares

Facebook 3:

 Leave No Trace Center for Outdoor Ethics
Published by Ailsa Walsh [?] · December 3, 2019 · 🌐

HAPPY #GIVINGTUESDAY! With all donations being matched dollar for dollar by KEEN through tomorrow there couldn't be a better time to support Leave No Trace. Give now at <https://lnt.org/give/double-your-impact/> to make twice the difference! Plus, you could win a pair of @KEEN shoes!

#LeaveNoTraceMembers #GiveBackToNature #GivingTuesday



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

4,541 People Reached 69 Engagements [Boost Post](#)

👍👍 Di Em, Bob Francis Yamo and 14 others 12 Shares

Facebook 4:

 Leave No Trace Center for Outdoor Ethics
Published by Ailsa Walsh [?] · December 4, 2019 · 🌐

Today's the last day! @KEEN is matching all donations up to \$15,000. We're so close to reaching our #GivingTuesday goal, but we need your help. Will you give back to nature today? Plus, you could win a pair of @KEEN shoes! Donate here: [LNT.org/DoubleYourDonation](https://lnt.org/DoubleYourDonation)

#LeaveNoTraceMembers #ProtectTheOutdoors



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

3,324 People Reached 27 Engagements [Boost Post](#)

👍👍 Nadine Y Carlitos Quiles, Hal Smith and 8 others 4 Shares

Instagram 1:

AT&T 4:33 PM 94%

LEAVENOTRACECENTER
Posts



View Insights Promote

1,059 views · Liked by epicweekendadventures and faithoveralls

leavenotracecenter Nature gives us peace, happiness, inspiration and so much more. This upcoming #GivingTuesday, will you give back to nature?
Between now and Giving Tuesday on 12/4, @KEEN is matching all donations dollar for dollar — that's #DoubleYourImpact! You can make twice the difference link in bio. .

#LeaveNoTraceMembers #GiveBackToNature

November 26, 2019

Home Search Add Heart Activity

Instagram 2:

AT&T 4:33 PM 94%

LEAVENOTRACECENTER
Posts



View Insights Promote

Liked by dean.cool and 309 others

leavenotracecenter Black Friday. Cyber Monday. #GivingTuesday. Only one gives back to the outdoors.
Nature gives us so much all year long. In this season of giving thanks, will you give back to nature?
Now through 12/4, @KEEN is matching all donations dollar for dollar — that's #DoubleYourImpact! Visit the link in our bio to give now.

Home Search Add Heart Activity

Instagram 3:

AT&T 4:33 PM 94%

LEAVENOTRACECENTER
Posts

Leave No Trace
ALL DONATIONS MATCHED
Give by 12/4 to make twice the difference
LNT.org/DoubleYourImpact

View Insights Promote

♥ 💬 ↵ 📌

Liked by dean.cool and 216 others

leavenotracecenter HAPPY #GIVINGTUESDAY! With all donations being matched dollar for dollar by @KEEN through tomorrow, there couldn't be a better time to support Leave No Trace. Give now at LNT.org/DoubleYourImpact (link in bio) to make twice the difference! Plus, you could win a pair of @KEEN shoes!

Share far and wide today to help us make this the best Giving Tuesday yet!

🏠 🔍 + ❤️ 🌀

Instagram 4:

AT&T 4:33 PM 95%

LEAVENOTRACECENTER
Posts

DOUBLE YOUR IMPACT
All Donations Matched Thru 12/4 Thanks to Our Partner KEEN®
Leave No Trace
Give at LNT.org/DoubleYourImpact

View Insights Promote

♥ 💬 ↵ 📌

Liked by dean.cool and 145 others

leavenotracecenter Today's the last day! @KEEN is matching all donations up to \$15,000. We're so close to reaching our #GivingTuesday goal, but we need your help. Will you give back to nature today? Plus, you could win a pair of @KEEN shoes! Donate at the link in bio 🙏 ...

🏠 🔍 + ❤️ 🌀