

## MARMOT MEMBER DRIVE CAMPAIGN PERFORMANCE

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

The marmot member drive ran from 11/6 to 11/20 and raised \$4650 from 75 gifts.

### Break down of gifts:

Acquisition	20	\$925
Renewal	44	\$3,075
Cultivation	11	\$650
<b>Total</b>	<b>75</b>	<b>\$4,650</b>

### Touchpoints:

- November 6: [Email 1](#) || 74K
- November 8: Facebook post || 1.5K reach
- November 8: Instagram post || 9.9K reach
- November 11: [Email 2](#) || 74K
- November 12: Facebook post || 3.2K reach
- November 12 : Instagram post || 9.1K reach
- November 15: [Email 3](#) || 74K
- November 18: Facebook post || 3.4K reach
- November 18: Instagram post || 8.9K reach
- November 19 : [Email 4](#) || 74K
- November 20: Facebook post || 3.3 K reach
- November 20: Instagram post || 7.3K reach
- November 7-November 20: Popup || 12.8K opens

### Popup:

The screenshot shows a website header for 'Leave No Trace Center for Outdoor Ethics' with navigation links: About, Blog, Events, Shop, Membership. A 'GIVE' button is visible in the top right. The main content area features a large image of a person in a blue hoodie looking at a clipboard. A dark blue popup is overlaid on the image with the following text:

**WIN A \$250 MARMOT SHOPPING SPREE!**

Enter the Marmot Money Giveaway for your chance to win one of four \$250 Marmot gift cards when you join, renew or donate before 11/20.

[GIVE TO WIN](#)

LEAVE NO TRACE RESEARCH

## Email 1:

*Join the Leave No Trace Community to enter the Marmot Money Giveaway!*



## Win a \$250 Marmot shopping spree!

Our partner Marmot has generously donated four \$250 Marmot gift cards — that's a **\$1000 worth of Marmot money** that we will be giving away! All you need to do to enter the giveaway is **sign up as a Leave No Trace member before November 20th**. That's it, and you'll be in the running to **win a \$250 gift card for Marmot.com!** Memberships start at just \$25.

No matter your need, Marmot's got you covered when it comes to outdoor clothing or gear. **Become a Leave No Trace member** now for a chance to win and shop Marmot.com.

**JOIN TO WIN**

## Email 2:

\$1000 in Marmot gift cards are up for grabs when you [become a member by 11/20](#).



### Make Marmot a Part of Your Next Adventure

**Give to Leave No Trace** by November 20th for a chance to win one of four \$250 Marmot gift cards! Marmot offers innovative outdoor clothing and gear that performs from the trail to town.

Whether you're looking for a cozy winter jacket, a pair of pants for the alpine or a tent that can withstand the elements, Marmot's got you covered. **Enter the Marmot Money Giveaway by becoming a Leave No Trace member today.**

[JOIN TO WIN](#)

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### Why join? Here's what members have to say:

*"You know the tingle you feel in your chest when you take a second to look around and all you hear is the rustle of leaves or rushing water and all you see around you is the world in its natural glory? That's why I support Leave No Trace."* — Julia, Florida

*"Because I believe that with a little forethought and consideration we can enjoy our natural resources and keep them in good condition for generations to come."* — Jim, New York

*"As an outdoor educator and recreation ecologist, I believe that education is the best tool we have available to preserve our environment."* — Aaron, Arizona

*"Because if we do nothing there will eventually be nothing left to do."*  
— Michael, Oregon

**Join the community** and tell us why you support Leave No Trace by clicking the member survey link on the confirmation page after signing up.

**Email 3:**

Hurry — final days to *enter the Marmot Money Giveaway!*



Dear Jenna,

If you've been waiting for the right time to become a Leave No Trace member, it's here.

When you **join before November 20th** not only will you be helping to protect the outdoors from serious threats, you'll also **get entered to win one of four \$250 Marmot gift cards!** That's right, four lucky donors will win a shopping spree on Marmot.com.

Just imagine, you'll be able to **pick out any of the Marmot outdoor clothing or gear you'd like!** Whether it's warm layers for winter camping, a modern look for around town or equipment to weather the storm, you'll get to place an order on Marmot.com for whatever you need most.



**Become a member today** for as little as \$25 to enter the Marmot Money Giveaway.

**JOIN TODAY**

Thank you as always for advocating for the outdoors.

Best,



*Jenna Ovet*

Jenna Ovet  
Membership & Major Gifts Manager

## Email 4:

Time is running out! [Join for a chance to win](#) a \$250 Marmot shopping spree.



## Don't Miss This Marmot Moment

**Tomorrow is the last day to enter the Marmot Money Giveaway.** Four winners, chosen at random on November 21st, will each receive a \$250 Marmot gift card! [Become a member](#) to enter before it's too late.

Want to increase your odds of winning? It's simple — **give more to get more entries:**

- \$25 = 1 entry
- \$50 = 2 entries
- \$100 = 5 entries
- \$250 = 10 entries
- \$500 = 20 entries
- \$1000 = 35 entries

Memberships to Leave No Trace help **ensure that vital resources are available to protect the outdoors for generations to come.**

[JOIN NOW](#)

## Facebook 1:

 **Leave No Trace Center for Outdoor Ethics** Published by Jenna Ovett (?) · November 8 at 11:28 AM · 🌐

\$1000 in Marmot gift cards are up for grabs when you give today!  
Learn more: [LNT.org/MarmotMoney](https://LNT.org/MarmotMoney) #LeaveNoTraceMembers



**1,436** People Reached      **31** Engagements      [Boost Post](#)

👍 You and 9 others      3 Shares

👍 Like      💬 Comment      ➦ Share      🌐

 Write a comment...      😊 📷 🗨️ 📄

## Facebook 2:

 **Leave No Trace Center for Outdoor Ethics** Published by Jenna Ovett (?) · November 12 at 9:00 AM · 🌐

Our partner Marmot has generously donated four \$250 Marmot gift cards — that's \$1000 worth of what we're calling "Marmot money!" All you need to do to enter the giveaway is visit [LNT.org/MarmotMoney](https://LNT.org/MarmotMoney) and make a donation before November 20th. That's it, and you'll be in the running to win a \$250 gift card for Marmot.com!  
#LeaveNoTraceMembers



**2,997** People Reached      **60** Engagements      [Boost Post](#)

👍 You and 13 others      3 Shares

👍 Like      💬 Comment      ➦ Share      🌐

 Write a comment...      😊 📷 🗨️ 📄

### Facebook 3:



**Leave No Trace Center for Outdoor Ethics**  
Published by Jenna Ovett [?] · November 18, 2019 · 🌐

Don't miss your chance to win a \$250 Marmot shopping spree! To enter the giveaway and win a \$250 Marmot gift card, join, renew or donate today at <https://lnt.org/give/marmotmoneygiveaway/> #LeaveNoTraceMembers



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

**3,391** People Reached      **52** Engagements      [Boost Post](#)

 Jason Cuzzetto, Hal Smith and 16 others      1 Share

 Like       Comment       Share      

### Facebook 4:



**Leave No Trace Center for Outdoor Ethics**  
Published by Jenna Ovett [?] · November 20, 2019 · 🌐

Today is the last day to enter the [Marmot Money Giveaway!](#) Four winners, chosen at random on November 21st, will each receive a \$250 Marmot gift card! Make a gift to enter before it's too late: [LNT.org/MarmotMoney](https://lnt.org/MarmotMoney) #LeaveNoTraceMembers



LNT.ORG 

**Marmot Money Giveaway - Leave No Trace Center for Outdoor Ethics**

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

**3,264** People Reached      **67** Engagements      [Boost Post](#)

 Joe Ruppe, Terry McGee and 14 others      3 Shares

## Insta 1:



leavenotracecenter



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Liked by [faithoveralls](#) and 535 others

**leavenotracecenter** \$1000 in Marmot gift cards are up for grabs when you give to Leave No Trace today! Learn more, link in bio [#EnjoyYourWorld](#) [#LeaveNoTrace](#)

[View 1 comment](#)

## Insta 2:



leavenotracecenter



[View Insights](#)

[Promote](#)



Liked by [faithoveralls](#) and 416 others

**leavenotracecenter** Our partner [@marmot](#) has generously donated four \$250 Marmot gift cards — that's \$1000 worth of what we're calling "Marmot money!" All you need to do to enter the giveaway is visit [LNT.org/MarmotMoney](#) (link in bio) and make a donation to Leave No Trace before November 20th. That's it, and you'll be in the running to win a \$250 gift card for Marmot.com! [#LeaveNoTraceMembers](#)

[View all 5 comments](#)

Insta 3:



leavenotracecenter



View Insights

Promote



Liked by faithoveralls and 314 others

**leavenotracecenter** Don't miss your chance to win a \$250 @Marmot shopping spree! To enter the giveaway and win a \$250 Marmot gift card, join, renew or donate today at [LNT.org/MarmotMoney](http://LNT.org/MarmotMoney) #LeaveNoTraceMembers

Insta 4:



View Insights

Promote



Liked by danagwozdz and 313 others

**leavenotracecenter** Today is the last day to enter the @Marmot Money Giveaway! Four winners, chosen at random on November 21st, will each receive a \$250 Marmot gift card! Make a gift to enter before it's too late: <http://LNT.org/MarmotMoney> #LeaveNoTraceMembers

November 20, 2019