

# AllTrails | Public Lands Program

## 48% increase in average donations

### Goal

Create brand visibility for America's National Parks™ (ANP) funds at work and increase interest in donors supporting their education efforts at National Parks.

### Impact

- **261% growth in web traffic** year over year (YoY)
- **3M+ impressions** for ANP across social media and AllTrails
- **48% increase in average donations** per donor YoY

“It was great working with AllTrails on this promotion and seeing that the value of our partnership and funds at work messaging resonated with visitors. We found it to be very insightful to see how donors behaved during this campaign and are excited to continue our work together!”

Stanley Anton, Marketing & Communications Manager, America's National Parks™

### Background

America's National Parks™ (ANP) supports education and preservation efforts at nearly 170 national parks. Their parent company, Eastern National, is an official nonprofit education partner of the National Park Service. Since 1947, they have provided more than \$180 million in aid to the NPS through our park stores, tours & programs, and custom products.

## Challenge

Building awareness among AllTrails visitors about the educational programming from America's National Parks™ and increasing support from donors during the Month of Giving campaign.

## Approach

America's National Parks™, in partnership with the AllTrails Public Lands program, created a "Month of Giving" campaign that focused on building brand awareness and donations for ANP using:

- Storytelling and interactive trail lists to highlight ANP's funds at work in three key parks: Acadia National Park, Cuyahoga Valley National Park, and New River Gorge National Park & Preserve
- Co-branded assets and messaging to drive interest in support for educational efforts at ANP's park
- Incentive donations through an AllTrails+ membership giveaway
- Geo-targeted ads, unique landing page(s), social media, and eBlasts

## Outcome

Using storytelling and the power of partnerships, America's National Parks™ increased brand awareness and donor support.

- ANP's website saw a **261% increase in web traffic YoY**
- Facebook and Instagram saw a **100% rise in engagement rates MoM**
- **3M+ impressions** for ANP across social media and AllTrails geo-targeted ads
- Donors gave an average of **48% more in donations YoY**