

AllTrails | Public Lands Program

Increasing volunteer participation by 25%

Goal

Boost the visibility of the Carolina Mountain Club's (CMC) trail maintenance event and promote trail stewardship through volunteer efforts.

Impact

- **1,054 work hours valued at \$35,300** contributed on a single day
- **25% volunteer growth** year over year with 130+ participants
- **120K impressions** for the CMC across social media and on AllTrails

“Wow, what a weekend! Thanks to AllTrails’ support, we had 130 volunteers out [on the trail] making a huge impact. No doubt, AllTrails helped us to spread the word about CMC and increase our volunteer numbers”

David Huff, Councilor for Communications at the CMC

Background

Founded in 1923, the Carolina Mountain Club is the oldest and largest trail maintenance organization in the southeastern United States. The club maintains over 400 miles of trail in Western North Carolina, including 94 miles of the most memorable parts of the Appalachian Trail. The CMC and its volunteers work with multiple agencies, including the US Forest Service and the National Park Service, to keep trails open and accessible.

Challenge

The Carolina Mountain Club is fully volunteer-run and has limited resources for reaching visitors to promote their trail work days. While trail visitors may be aware of the impact their activity has on the trail system, they are unsure of how to help mitigate damage and help improve trail resilience.

Approach

The Carolina Mountain Club partnered with AllTrails to promote the CMC's tradition of a quarterly work day on National Public Lands Day. With help from AllTrails, the CMC promoted its campaign through:

- Co-branded campaign assets including flyers, email blasts, and social media content
- Incentive volunteerism through an AllTrails+ membership giveaway
- Geo-targeted ads on AllTrails across Western North Carolina and Eastern Tennessee

Outcome

With the help of the AllTrails community throughout Western North Carolina, the Carolina Mountain Club exceeded its number of volunteers at any trail maintenance event by 25%. Through its commitment to the trail and its volunteers, the CMC promoted trails stewardship, community, and advocacy, ensuring that the trail system will be maintained for future generations.

*Due to the impacts of Hurricane Helene that brought significant damage to the Western North Carolina region, the original work day was rescheduled until late Fall when trail recovery efforts were approved to start