

HIKE-A-THON

IMPACT REPORT 2023

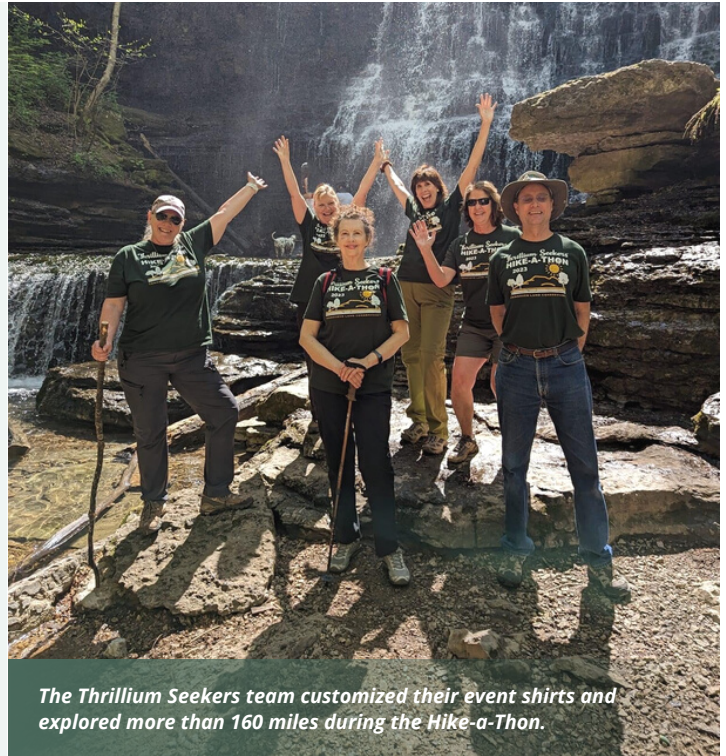


TENNGREEN
LAND CONSERVANCY

TennGreen Land Conservancy launched the Hike-a-Thon—a first-of-its-kind event in the Southeast—in 2021.

Through this month-long competition, people of all ages and abilities can explore outside and raise funds to protect Tennessee's lands and waters. The Hike-a-Thon is a free event that's managed virtually and offers competitions and prizes for a wide range of outdoor enthusiasts.

This event wouldn't be possible without your generosity. Thank you for making the 2023 Hike-a-Thon a tremendous success!



The Thrillium Seekers team customized their event shirts and explored more than 160 miles during the Hike-a-Thon.

2023 HIGHLIGHTS

In April, **503 hikers, paddlers, mountain bikers, climbers, and trail runners** participated in the third annual Hike-a-Thon. Hike-a-Thoners **raised more than \$164,000** while exploring everywhere, from neighborhood parks to the Italian coast and the mountains of South Korea.



8,807 MILES EXPLORED

with 17 participants hiking more than 100 miles each and two participants hiking more than 200 miles each!



2,014 ADVENTURES COMPLETED

in 23 states, five countries, and one US territory!



111,000+ FEET CLIMBED

that's ~21 miles and equivalent to climbing Mount Everest nearly four times!



699 MILES PADDLED

with two participants paddling more than 150 miles each!

6,499 MILES HIKED

547 MILES TRAIL RUN

75 TEAMS CREATED



\$164,910 RAISED

more than doubling the amount raised in the event's first year and exceeding fundraising goals TWICE during the competition.

1,039 MILES MOUNTAIN BIKED



Youngeun Jung of HK Architects adventuring at Bukhansan National Park, listed in the Guinness Book of World Records as the "Most Visited National Park per Unit Area."



SCAN TO WATCH RECAP



MARKETING & OUTREACH RESULTS

TennGreen encouraged participation and raised awareness for the Hike-a-Thon using various methods.



The Hike-a-Thon was advertised and promoted in March, focusing most heavily on the Nashville and Chattanooga markets to maximize advertising dollars. The event garnered substantial publicity, from outlets including (but not limited to):

- Nashville Guru—site has more than **12,000 visitors** daily!
- WGNS Radio—site has over **800,000 unique visitors** and over **1M page views** monthly!
- News 2, Nashville (WKRN)
- News 12, Chattanooga (WDEF)
- FOX Chattanooga (WTVC)
- Local News 3, Chattanooga (WRCB)
- Herald-Citizen
- Crossville Chronicle
- Nashville Public Radio (WPLN)—station has over **571,000 unique listeners** monthly!
- The Daily Memphian
- Nashville Post
- Williamson Home Page
- Mornings on Main Street
- The Wilson Post
- The Murfreesboro Post
- The Connection
- Day Fire Podcast
- The Gallatin News
- NOOGAtoday & NASHtoday—this content garnered more than **175,000 impressions** and **114,932 unique opens!**
- Nashville Scene
- The Tennessee Conservationist
- Davidson County Source, Williamson Source, Rutherford Source, Sumner County Source, Dickson County Source, Cheatham County Source, Maury County Source, Wilson County Source
- Chattanooga.com
- Cheatham County Exchange
- Dickson Post

The Hike-a-Thon contributed to significant growth and engagement of key audiences.

↑ **9.2%** increase in e-news subscribers (+446)

↑ **485%** increase in social media impressions (747.3K)

↑ **215%** increase in total website users (16.9K)

↑ **303%** increase in Facebook page likes (+459)

↑ **297%** increase in website page views (43.4K)

↑ **191%** increase in Instagram followers (+274)

↑ **77%** increase in organic search impressions (203K)

Percentages show (March 1–May 12) vs. previous period.

BRAND VISIBILITY

Hike-a-Thon sponsors and in-kind donors received special recognition from TennGreen for their generosity.

Sponsors of all giving levels received recognition on or in the following:

- Hike-a-Thon Website | **27,952 Page Views** (March 1–May 12)
- 6 E-Blasts | **11,785 Opens**
- Hike-a-Thon T-Shirts | **500+**
- *The Conserver* (Summer '23) | **2,500**

AS BENEFITS INCREASED BY GIVING LEVEL, LEAD SPONSORS ACHIEVED MAXIMUM VISIBILITY THROUGH ADDITIONAL INCLUSION:

- 4 Press Releases | Picked Up by Outlets Reaching **Hundreds of Thousands** of Tennesseans
- Social Media Posts* | **45,366 Accounts Reached** (March 1–May 12)
- Hike-a-Thon Postcards | **2,800**
- *The Conserver* (Spring '23) | **2,500**
- Promotional Posters | **300**
- Restroom Ads (Print) | **100**
- Hike-a-Thon Recap Video*
- Table Displays at Community Events

*5K level sponsors received a variation of these benefits.

TennGreen Land Conservancy
Published by SocialPilot · April 25 at 12:00 PM · 🌐

We had a great time paddling to Burgess Falls for the Hike-a-Thon last week! The weather was perfect, and the falls were flowing.

If you couldn't join us and want to see Burgess Falls from the water, check out our friends (and Hike-a-Thon sponsor) [Cumberland Kayak](https://bit.ly/3b77UWt), who offer guided tours! 🚣 <https://bit.ly/3b77UWt>

This Facebook post organically reached more than 18,000 people, putting Cumberland Kayak & Adventure Company front-and-center with outdoor-oriented consumers.

TN nonprofit smashes fundraising record; raises over \$164K for nature during 'Hike-a-Thon'

by Dane Warmingler | Mon, March 27th 2023, 8:39 AM CDT

Interview: Online environmental fundraiser encourages Tennesseans to get outdoors

GET OUTSIDE & EXPLORE NATURE

HIKE PADDLE MOUNTAIN BIKE CLIMB TRAIL RUN WIN PRIZES

APRIL 2023

REGISTER NOW

TO PROTECT OUR NATURAL WORLD!

[SECURE.GQIV.COM/EVENT/HIKEATHON2023](https://secure.gqiv.com/event/hikeathon2023)

TENNGREEN LAND CONSERVANCY

BEARDED IRIS BAILEY CUMBERLAND KAYAK

TENNGREEN LAND CONSERVANCY'S HIKE-A-THON

TESTIMONIALS

“ Bailey is deeply invested in TennGreen Land Conservancy's work and mission to conserve land where people and nature can thrive. Our team at Bailey always loves participating in the Hike-a-Thon—it's a great way to get outside, make connections with co-workers, and explore all of the incredible places that TennGreen has protected throughout the state.

Ryan Bailey
VP of Finance
& Operations



“ We believe that our Earth is a gift worth taking care of—and that a healthier planet starts with each of us. Which is why we are honored to support TennGreen Land Conservancy and to share in its mission to conserve, preserve, and protect our most vital resources here in our home state. With every pint of Bearded Iris, you join us in this vital work!

Bearded Iris
Brewing Team



“ Cumberland Kayak & Adventure Company loves supporting TennGreen Land Conservancy, and the Hike-a-Thon is our favorite way to do it! We're outside exploring Tennessee's beautiful rivers, waterfalls, hills, and mountains every single day, which constantly reminds us how fortunate we are that TennGreen has worked tirelessly for over 25 years to protect these amazing natural resources forever.

Jordan Mueller
General Manager



“ TennGreen Land Conservancy's Hike-a-Thon has been a life-changing event for me, and all for a great cause! The Hike-a-Thon gave me motivation to lengthen my daily hike and explore new trails. I found the more time I dedicated to hiking, the better I felt . . . I loved my invigorating solo hikes, and I also really enjoyed catching up and bonding with friends and family on group hikes. I was sad to see Hike-a-Thon come to an end, but I'm determined to keep hiking.

I can't wait until next year!

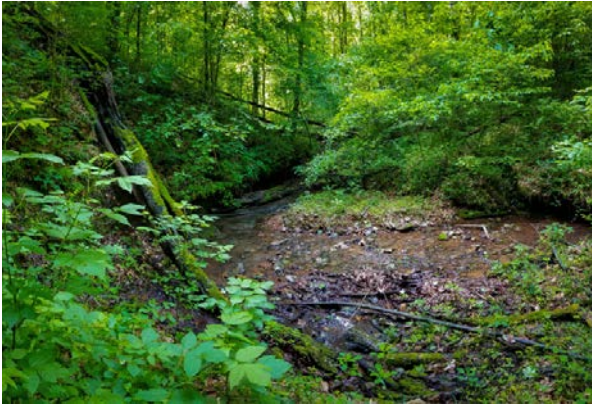
SUSAN HAGER
2022 & 2023 Participant



Jordan Mueller
kayaking at the base
of Fancher Falls.

IMPACT

Funds raised through the Hike-a-Thon ensure we can do more to protect the places that provide us all well-being and an unrivaled quality of life. With these funds, we'll continue to:



Help more landowners protect their forests and farmland



Conserve important habitat for fish and wildlife



Provide opportunities for people to experience and connect with nature



Create and expand our beloved parks and natural areas



Spending time in nature does us all good. Sphere is proud to support TennGreen Land Conservancy and its mission to protect the natural areas in Tennessee. We appreciate the work it does to preserve the state's beauty for generations to come.

ANDREW RUEFF
Executive Chairman

Sphere