Year in Review

2016 Volunteer Vacations

Impact By The Numbers

- 59 Total Projects
- 553 Volunteers
- 22,120 Volunteer Hours (or 922 Days)
- 15 College Stewardship Projects
- $521,147 Value of Volunteer Time
- 291 Miles of Trail Built or Maintained
- 1.8 Million Trail Users with Improved Trail Access

Volunteer Profile

Including Alternative Break Students

Gender
- 55% Female
- 45% Male

Employment
- 36% Employed
- 34% Student
- 30% Retired

Age
- 52% Baby Boomers
- 37% Millennials
- 11% Gen X

Rich Wright
OUTREACH AND PROMOTION
American Hiking Society strategically markets Volunteer Vacations in a variety of ways.

Electronic Platforms

- **Website:** in 2016, the Volunteer Vacations web pages received 443,218 page views
- **Social Media:** Facebook (238K Followers), Instagram (50K Followers), Twitter (40K Followers)
- **Paperless Trail:** the official electronic newsletter for American Hiking Society (over 25,000 distribution)
- **Volunteer News:** the official newsletter for Volunteer Vacations (over 6,500 distribution)

Print Materials

- **Printed Schedule:** 2016 Volunteer Vacations printed trip schedule and rack cards (11,000 copies were distributed to our individual members, Alliance members, Ambassadors and REI, The North Face, and EMS stores nationwide)
- **T-shirts:** exclusive Volunteer Vacations shirt was distributed to 600+ volunteers, partner, and industry representatives
- **American Hiker:** the quarterly printed publication of American Hiking Society (13,750 readership)