

# IMPACT BOOST



# 2022

## RANDOM ACTS OF GREEN®

BIG OR SMALL - WE EMBRACE IT ALL.



# BIG OR SMALL

2

## WAY BACK WHEN

Our story starts with a light switch and one stubborn child who put her foot down.

She believed that the small act of switching the lights off would make all the difference to her and her family.

As a young girl, she refused to eat her meals as an informal protest to her family to ensure that all the lights were turned off before having a bite of breakfast, lunch, or dinner.

Her actions influenced those around her - and she grew up believing that someday she could change more people into taking action.

## POSITIVITY AS A MOTIVATOR

Over the years, she witnessed enough food waste and garbage to last anyone several lifetimes.

She began working on the idea that came to be Random Acts of Green powered by her research which underscored two important components about human nature: **we all want to do good and we like doing things together.**

We're here to push ourselves and help you do better, every day in any way.

## A GROWING, GREEN COMMUNITY

Today, she is joined by thousands of supporters who believe in the same things. That small changes add up; and that we can fight and work together to help better the state of our planet - for us, and for future generations.

Together with our members and the larger community of supporters, we believe that our seemingly 'random' acts are connected to a bigger cause.

Random Acts of Green celebrates a community of members from businesses to individuals (like you and me) who are tenacious and will stop at nothing to make a difference.

## SINCE GIVEN THE GREEN LIGHT

8M

ONLINE FOLLOWERS  
REACHED ACROSS THE GLOBE

250K+

KILOGRAMS OF CARBON  
REDUCED

"...we all want  
to do good  
and we like  
doing things  
together."



# ABOUT Random Acts of Green

We're a women-led social enterprise, bringing together communities with purpose that serve the common goal of protecting our shared home.

We have set out to educate, entertain, engage, and empower both individuals and organizations to participate in more sustainable behaviour for our planet.

We do this by providing educational and entertaining guides, challenges, community initiatives, and a platform that empowers anyone to make a difference.



3

*We  
embrace  
it all*

## OUR MISSION

Prove that we can all make small changes that add up to make a big collective impact.

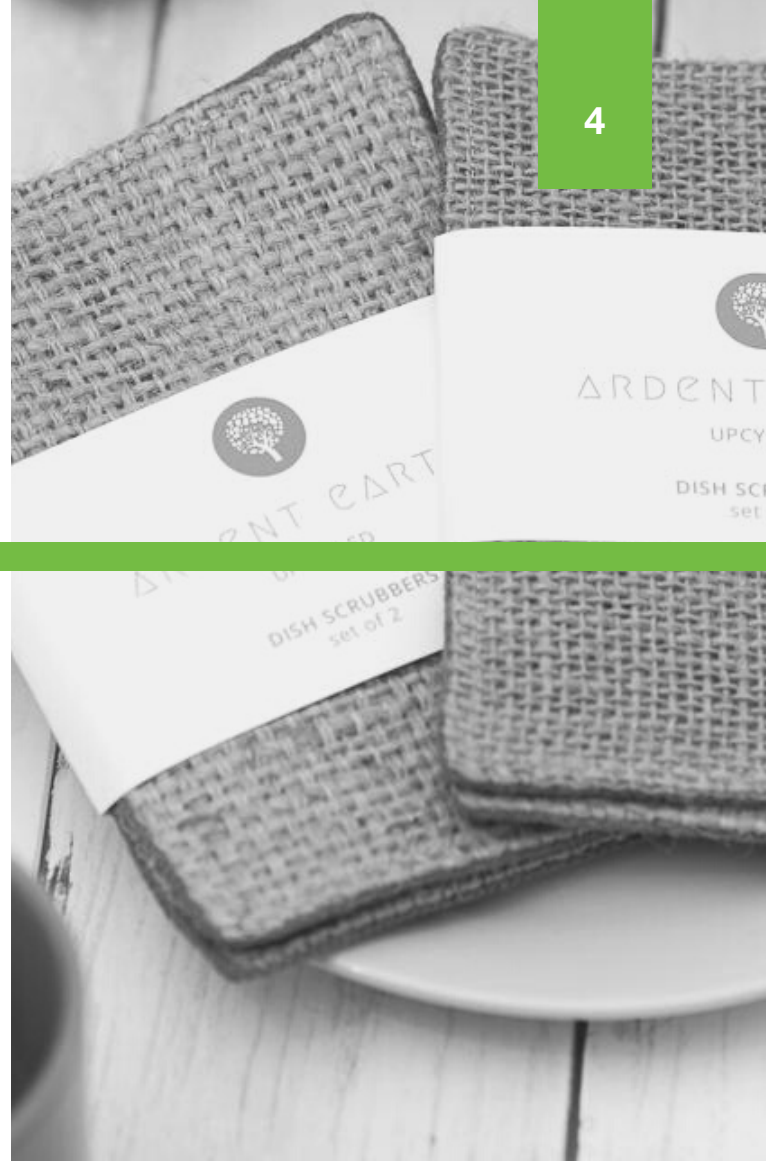
## OUR VISION

Build a global climate action community where everyone feels empowered to take action together.

# BRAND BOOST PACKAGE

With our Brand Boost package, you can help your business grow (and the environment) by promoting your product to an audience that is interested in you.

How? We provide authentic engagement through a multichannel approach - blogs, social media, newsletters, and direct engagement/referrals.



**EXPAND YOUR  
CUSTOMER BASE**

**BOOST BRAND  
AWARENESS**

**STRENGTHEN GREEN  
CUSTOMER LOYALTY**

## GIVE YOUR BRAND A GREEN BOOST

01

**SOCIAL MEDIA  
MENTIONS &  
TAGS**

02

**NEWSLETTER  
MENTIONS &  
FEATURES**

03

**BLOG MENTIONS  
& FEATURES**



# OUR COMMUNITY BY THE NUMBERS



## SOCIAL MEDIA

### INSTAGRAM

13,200 Followers  
100,000 Monthly Reach  
200,000 Post Impressions

### FACEBOOK

54,000 Fans  
980,000 Monthly Reach  
68,800 Monthly Engagements

## BLOG/NEWSLETTER

### WEBSITE

5,000 Monthly Visits

### NEWSLETTER

7,500 Newsletter  
Subscribers  
Open Rate 33%  
(10% Above Industry  
Average)

## RAOG APP

### APP

8,000 App Users



# CASE STUDIES

Many more businesses partner with RAOG to deliver **authentic messaging** to our community of nature-loving, eco-friendly people - your target market.

Over the years, we have supported countless businesses through our social platforms, newsletter, blog, and even our RAOG app.





## ECO-PROMOTION

# Plantiful

Plantiful offers a range of natural skincare products that are a great alternative for ones we use on a daily basis.

Plantiful was looking to educate its target audience on its products, their benefits, and the impact they can make by making the switch.

### CAMPAIGN

- RAOG set out to create a number of social posts to help educate and empower people to make the switch and make a positive impact for our planet.
- RAOG's online community asked questions, shared posts, and showed increased intent to buy Plantiful products.
- RAOG also featured Plantiful products on its App store (with over 7,000 users) where customers were able to receive 20% off a deodorant in exchange for Green Points logged in.

### RESULTS



**PLANT**iful  
SIMPLY SMART SKINCARE



## BRAND BOOST

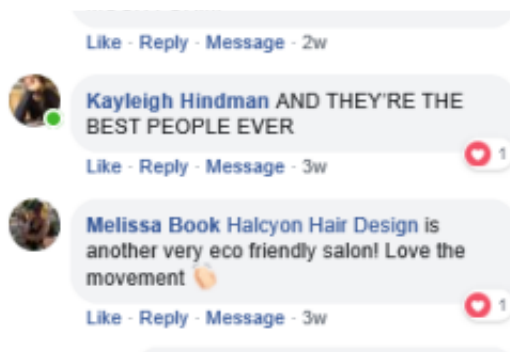
# Revive

Revive Hair Lounge is Peterborough's most environmentally friendly hair lounge. Revive hair lounge recycles hair clippings (which are turned into "booms" that help clean up oil spills!), colour tubes, chemical laden foils, colour by-products, paper and plastics.

Revive was looking to promote its products and services, increase sales potential, and improve brand awareness.

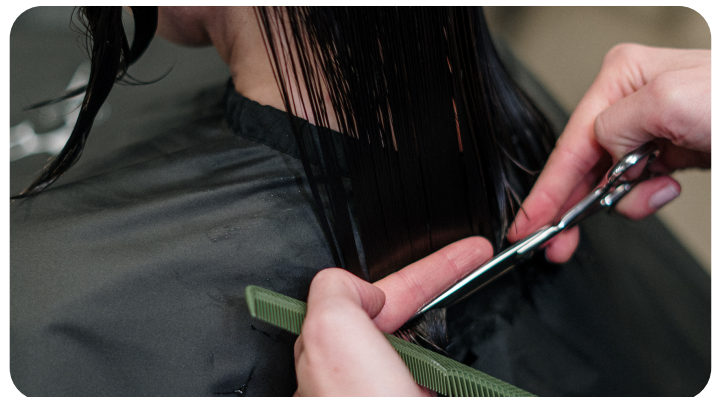
### CAMPAIGN

- RAOG launched a series of social media posts on Instagram and Facebook (where over 60,000 RAOG fans are)
- RAOG's online community was amazed at the innovative green-friendly hair lounge - they were able to take care of themselves as well as the environment.



### RESULTS

- Increased reach by 20X for the hair lounge on social media
- Positive recognition
- Awareness of Green Acts & commitment to sustainability
- Potential to increase in business
- Creation of more loyal customers
- Reputation enhanced
- Seen as an environmental leader to customers





## BRAND BOOST

# The Green Jar

The Green Jar offers a curated range of sustainable, reusable and eco-friendly products for home, personal care, baby, travel, and more. -

The Green Jar was looking to align its brand with climate action, be recognized as an environmental leader in the industry, and inspire collective action.

### CAMPAIGN

- RAOG launched a campaign against single-use plastics with the help of The Green Jar.
- How? RAOG educated its community on an environmental crisis, what actions can be taken, and promoted The Green Jar as a member working to reduce plastic use.
- RAOG promoted TGJ on social media, the RAOG app store for redeemable discounts, and promoted TGJ social platforms and website.

### RESULTS

- 170x Increase in Online Reach
- Increased knowledge of Green Acts
- Seen as an Environmental leader in your community
- Potential to increase business "i.e. – We'll have to go more often"
- Reputation enhanced



## BRAND BOOST

# Simply Natural Canada

Simple Natural Canada is a Peterborough-based eco-friendly Canadian company - and a great place to shop for sustainable gift ideas. SNC uses reusable containers and even recycled bottle refills.

SNC was looking to enhance its reputation as an environmental leader and create more loyal customers.

## CAMPAIGN

- RAOG created a social media campaign for SNC to showcase its natural products as an ideal sustainable gift.
- Relationships were fostered with potential customers and RAOG made sure they were educated on how SNC products helped the environment.

## RESULTS

- Increased reach by 10X for SNC
- 30 App Orders placed from App Users
- Positive recognition
- Consumer awareness of Green Acts & commitment to sustainability
- Creation of more loyal customers
- Seen as an environmental leader to customers





## ECO-PROMOTION

# Loop Recycled Paints

Loop delivers high-quality, low-cost recycled paint that offers homeowners all the features of high-end, expensive paints

Loop was looking to **expand its reach to an audience of nature-loving, eco-enthusiasts who are active environmentalists - or looking to make changes to protect our shared home.**

### CAMPAIGN

- RAOG created a custom, **stand-alone newsletter** for Loop to help educate their target audience on what's in their paint and **how Loop Recycled Paints is different** from traditional paints.
- To increase brand awareness and reach, RAOG sent out the newsletter to over 7,000 subscribers.
- RAOG also shared on social platforms. Our online community was asking questions, sharing, and showed increased intent to buy Loop.

### RESULTS

- **134X increase** in Instagram impact
- **108X increase** in Facebook impact
- **Organic community shares** on 20+ external Facebook groups.
- **70.73% of unique newsletter clicks were to directly to the Loop website**

\*Seen as an environmental leader in **target community**  
\*Reputation enhanced amongst the target audience  
\*Boosted brand awareness



ECO PROMOTIONS

# Loop Paints



## CAMPAIGN

We also developed an information blog post because we understand the importance of educating your customer.

Then, we shared it across all our social platforms and targeted shares on social groups for a generous giveaway!

People were hooked - to say the least.



940 Chippawa Creek Rd, Niagara Falls, ON

4.5 ★★★★★ 30 reviews

**Alex Salmon**  
1 review · 3 photos

★★★★★ a day ago **NEW**

As a custom builder with 13+ years in the industry, I was surprised to learn about Loop Recycled Paint as an option available at Giant Tiger. I learned about them through Random Acts of Green for their environmentally friendly qualities.

The performance of this paint really threw us for a loop. 🤔 I anticipated that there may be sacrifices somewhere along the way in ease of application, coverage or aesthetic quality given the budget-friendly





## POSTS

## RESULTS

### Post Details



**Random Acts of Green**

5 February · 🌐

Did you know that every year, Ontarians bring more than 13 million kg of leftover paint to disposal sites? If that paint doesn't get recycled, it gets incinerated or sent to landfill. This, in-turn, releases toxic chemicals into our air and water.

We wanted to introduce you to new RAOG Green Act Business Member, Loop Premium Recycled Paint. The Loop team are combating these scary statistics, one can of paint at a time. |

Firstly, Loop Paint collect leftover, unuse... [See more](#)



**Get more likes, comments and shares**

When you boost this post, you'll show it to more people.

**8,025**

People reached

**457**

Engagements

[Boost post](#)

### Performance for your post

**8,025** People Reached

**110** Reactions, comments & shares

**64**

Like

**24**

On post

**40**

On shares

**6**

Love

**6**

On post

**0**

On shares

**22**

Comments

**5**

On Post

**17**

On Shares

**18**

Shares

**18**

On Post

**0**

On Shares

**347** Post Clicks

**13**

Photo views

**19**

Link clicks

**315**

Other Clicks

### NEGATIVE FEEDBACK

**0** Hide post

**0** Hide all posts

**0** Report as spam

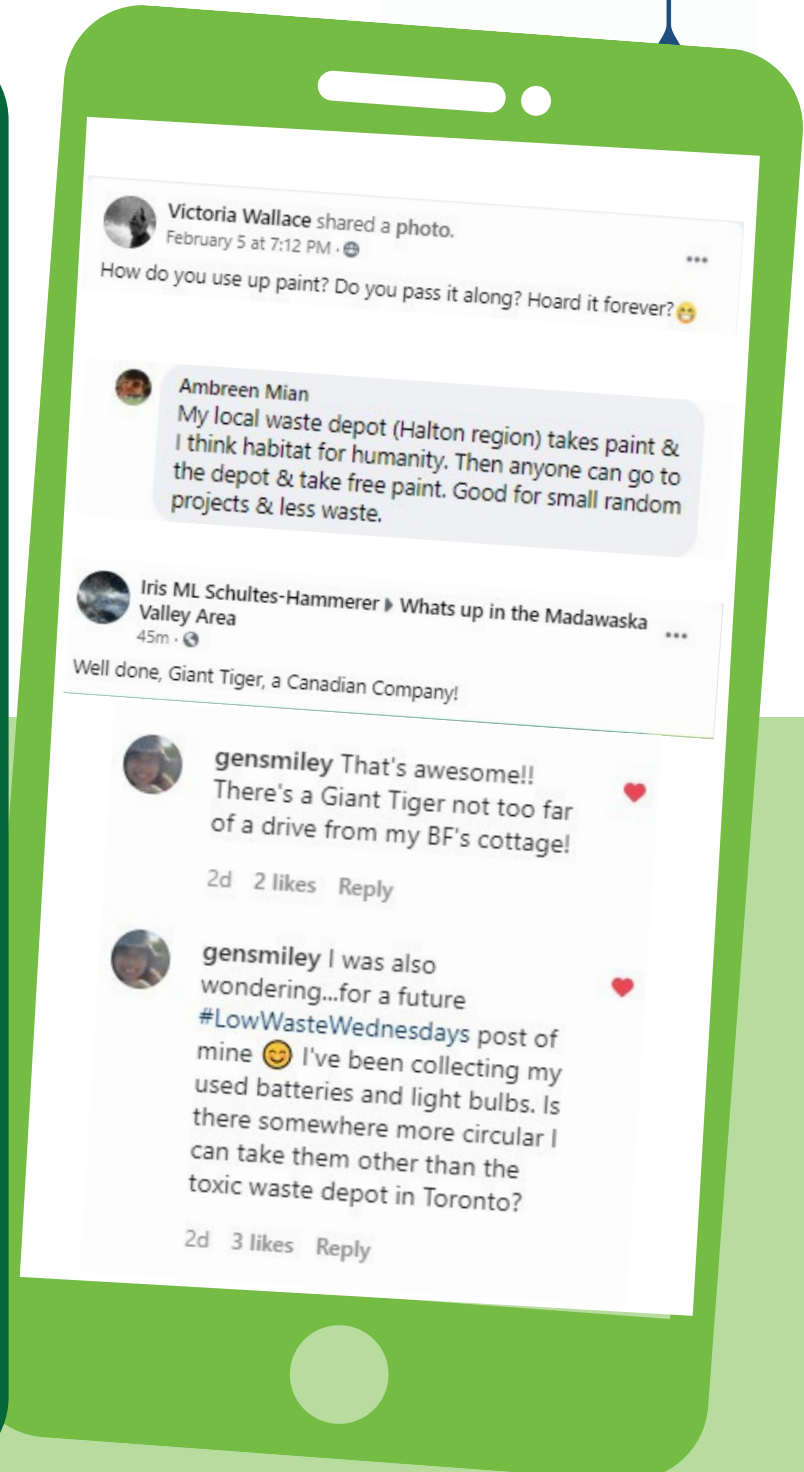
**0** Unlike Page

Reported stats may be delayed from what appears on posts

# Partner Success



The community feature garnered fantastic social engagement:



BIG OR SMALL, WE EMBRACE IT ALL.

## ECO PROMOTION

# Lucky Iron Fish

## CAMPAIGN

Lucky Iron Fish is a vegan, reusable, all-natural solution to iron deficiency.

LIF was looking to boost its brand using an ongoing multi-channel approach comprising blog features, newsletter mentions, social media promotions, and tags, as well as a promotion on our RAOG app.

We shared our blog post: How Can We Encourage People to Eat Less Meat? We were sure to feature Lucky Iron Fish!

## RESULTS

- Blog on our IG page received great feedback from fellow members alike
- (Additional) blog: Lilac Recipes: An Edible Taste of Spring received a lot of traction on our IG and FB pages.
- Lucky Iron Fish link received 60% of total clicks!



LUCKY  
IRON  
FISH®





# ECO- CHRISTMAS PROMOTION

## Flor De Caña



### CASE STUDY

Flor De Caña is a sustainable rum product. The company was looking to raise brand awareness & stand out as an environmental leader. They sponsored our 2021 JollyGreen Challenge.

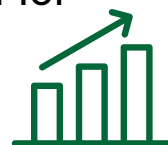
We used a multi-channel approach including:

- 2 Stand Alone Posts on Instagram
- 2 Stand Alone Posts on Facebook
- 1 Instagram & Facebook REEL
- 10 Social Media Tags
- 5 App Notifications
- 1 Stand-Alone Blog Feature
- 1 Stand-Alone Newsletter Feature
- 1 App Banner Promotion for 1 Month
- 250-Word Blog Feature

We were sure to feature Flor De Caña prominently across platforms, as well as communicate their environmental success stories & impact.

### RESULTS

- 34,149 People Reached with all Flor De Caña content
- 15.35% Click Thrus
- ^ Increase in Sales Requests
- Brand Reputation as an Environmental Leader Enhanced
- Positive Sustainability Image Communicated
- ^ Positive Comments & Feedback
- ^ Increase in social media following



**lillisarahfleming** This is good to know! I will try and buy this



**Tom Rankin**

Great brand of rum - the 5 yr., 7 yr, 12, 18 - all excellent! Didn't know all the enviro stuff so that's a bonus!!



**sammykoval** Never crossed my mind 😲 thank you 🍷 🌲 🍷



**rainforestchica** This is out of control, I bought a bottle yesterday to make a rum cake and explained to my friends why I choose this rum



## ECO PROMOTION

# Pooch Paper

### CASE STUDY

Pooch Paper is a recycled paper alternative to single-use plastic dog waste bags.

Pooch Paper was looking to raise brand awareness. We used a multi-channel approach including:

- 1 Blog Feature in 5 Best Plastic Free July Products to Try
- 1 Newsletter Mention
- 1 Instagram Post
- 1 Facebook Post

Via Random Acts of Green channels. We were sure to feature Pooch Paper prominently !



**gardenofedenreusables** Ooooo!  
I'll be checking this out because we literally just picked up a new puppy today! Only one poop under our belts so far 🤔 but no doubt there will be MANY more to deal with!!



**thearbanbotanist** Wow ok I love love love this 🐾



**POOCH  
PAPER®**



### RESULTS

- 5,000 + Social Media Post Impressions
- 15.30% Click Thrus
- Increase in Sales requests on Pooch Paper website
- Positive Comments & Feedback
- Increase in Sales
- Increase in social media following

“ *The promotion was amazing - and we saw an uptick in sales which was a great blessing. Thank you so much for all of the work from you and your team!* ”

**Tracey, Owner Pooch Paper**





# Root Pouch

## CASE STUDY

Root Pouch is a sustainable gardening alternative to black plastic growing pots. They offer the best **sustainable growing container** made from a mix of recycled water bottles and natural recycled materials.

Pooch Paper was looking to raise brand awareness. We used a multi-channel approach including:

- 1 Blog Feature in 5 Best Gardening Products to Try
- 1 Newsletter Mention
- 1 Instagram Featured Post

Via Random Acts of Green channels.

## POSITIVE COMMENTS



officiallyliz74 I got a bunch of root pouches delivered just last week. They look great 👍



the.happy.mean Where can I get a couple?

1w Reply Message





# Eco-Promotions

RAOG is committed to supporting businesses that share its core values and help us along our journey to achieve our mission and vision.

Our eco-promotions are regular campaigns set throughout the year, aiming at supporting eco-businesses to promote their products and services by leveraging our community.

