CARBON TAX CENTER 2015-2016 ONLINE ORGANIZING

TWITTER

CTC RECOGNIZES NOBEL-PRIZE WINNING SCIENTISTS AND ECONOMISTS IN FIGHT FOR CARBON TAX

750 RETWEETS

133,000 IMPRESSIONS

WE ENGAGED OUR BASE AT KEY MOMENTS

24 MENTIONS OF CARBON TAX CENTER PER MONTH ON OTHER PEOPLE'S TWEETS

1,000 ME TWEETS PER MONTH IN 2016 (AVG)

WHEN OUR ANALYSIS BROKE THE NEWS: BRITISH COLUMBIA'S CARBON TAX WORKS.

172 RETWEETS

41,000 IMPRESSIONS

THE PRESIDENTIAL DEBATE

172 RETWEETS

35,000 IMPRESSIONS

BLOG

"AFTER THE TRUMP WIN"

TOP BLOG POSTS OF 2016

		SINGLE VIEWS
1.	After the Trump Win	3373
2.	Naomi Klein is Wrong on the Policy that Could Change Everything	576
3.	Washington State's I-732: A Climate Measure for the Society We Have	504
4.	Fighting in the Trenches Doesn't Excuse Ignorance on a Carbon Taxes	458
5.	Last Week's Democratic Party Platform Vote Was a Win for Carbon Taxes	340

FUNDRAISING

NUMBER OF CONTRIBUTORS

381 IN 2016

92 IN 2015

TOTAL RAISED ONLINE

$28,426 IN 2016

$9,221 IN 2015

FACEBOOK

376 IN 2015

628 IN 2016

NUMBER OF UNIQUE PEOPLE A MONTH (AVG) SHARING, LIKING, OR COMMENTING ON POSTS

EMAIL

HIGH OPEN RATES

2015 39%

2016 36%

55 CLICKS TO BLOG POSTS (AVG 2015)

180 CLICKS TO BLOG POSTS (AVG 2016)

MEDIA COVERAGE & INFLUENCERS

CO-FOUNDER OF 350.ORG

EVE, QUOTED IN L.A. TIMES, POLITICO, THE HILL, HUFFINGTON POST, BGR, AND MANY OTHERS

OVER 25 FAPCOS PICKED UP CTC'S BREAKING ANALYSIS IN THE "GOOD NEWS REPORT", DETAILING THE US ELECTRIC POWER SECTOR'S RAPID DECARBONIZATION OVER THE LAST DECADE.

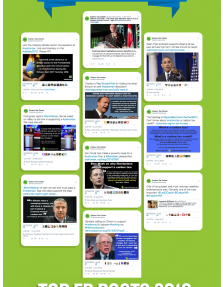
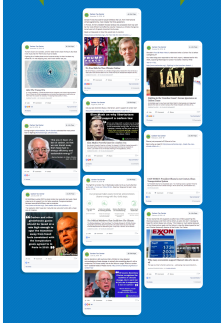
WALL STREET JOURNAL'S CHIEF ECONOMIC COMMENTATOR

WEBSITE

WEBSITE	MOST POPULAR PAGES (LAST 6 MONTHS)	
VISITS PER YEAR: 500	HOMEPAGE: 15.8%	29,105
1 PAGE VIEWS PER SESSION	"WHERE IS CARBON TAX?": 4%	8,400
1:50 SPENT IN SESSION, 1 MINUTES	"WHAT IS A CARBON TAX": 4.4%	8,100
60% FROM GOOGLE SEARCH	FAQS: 3.7%	20,207
45.6% IN MOBILE		

A HALF MILLION VISITS TO THE SITE IN 2016
200% INCREASE OVER 2015

TOP TWEETS 2016



TOP FB POSTS 2016