

# **Influencer Marketing**

## **FOR NONPROFITS**

**Anyone Can Make An  
Influence for Good**

# **THIS E-GUIDE INCLUDES**

- ▶ **An introduction to influencer marketing**
- ▶ **Benefits of influencer marketing**
- ▶ **Ways to find influencers**
- ▶ **How to identify your influencer strategy**
- ▶ **Building trust and partnerships with influencers**

# Introduction To Influencer Marketing

# WHAT INFLUENCER MARKETING IS

It's similar to word-of-mouth marketing, but above and beyond.

“At a fundamental level,” says [Sprout Social](#), “influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers—individuals who have a dedicated social following and are viewed as experts within their niche.”



# HOW IT CAN HELP YOUR NONPROFIT RAISE MORE

Over the last five years, influencer marketing has grown into a [\\$5–10 BILLION dollar industry](#). On track to be worth up to [\\$15 billion](#) by 2022!

The average engagement rate with influencers is at [5.7%](#), approximately 2 times the 2–3% engagement rate for branded content on Instagram, the most popular influencer marketing platform.

[Eight out of every ten](#) consumers have purchased something after having seen it as a recommendation by an influencer.



# Influencers In Your Midst

# ANYONE CAN BECOME AN INFLUENCER

Your organization may know more [influencers than you think](#). These are your dedicated supporters who have donated to past campaigns or volunteered at your events. They're your advocates, people already in your corner, cheering on you and your cause.

The only difference between an advocate and an influencer?

An **advocate** champions your organization for free.

An **influencer** enters a mutually beneficial\* partnership with your organization.

\*Note: "Mutually beneficial" does not have to include a monetary exchange. We'll show you how to make your influencer marketing efforts relational, rather than transactional.

# Identifying Your Influencer Strategy



# THINK ABOUT YOUR NONPROFIT'S TOP MARKETING GOAL

Are you more focused on building awareness, interest, or action for your organization through influencers?

Consider: [86%](#) of marketers place raising brand awareness as one of their top 3 objectives of influencer marketing campaigns.

Once you have set clear goals, objectives, and strategies, it will make identifying the right kinds of influencers much easier.



# Finding Influencers

## START WITH YOUR OWN SOCIAL MEDIA PLATFORMS

Who's interacting with your content? What reach and impact could they have for your organization?

## DON'T GET TOO CAUGHT UP IN THEIR FOLLOWING SIZE

The goal is to make connections with target audiences, so as long as they're helping you reach audiences you want to reach, it's a successful partnership!

## FOLLOW HASHTAGS RELATED TO YOUR CAUSE

Who has a voice in that space? Follow them and turn on notifications to follow other accounts just like them.

# Trustraising With Influencers

## STEP ONE

Once you find people you think would be a good fit, make sure to interact and engage with them on their social media accounts **FIRST** before reaching out.

## STEP TWO

Get to know what resonates most with them about your cause. What would they be interested in promoting? How involved are they willing to be?

If they are a past supporter, review your donor data and see what it's telling you about their interests. Make sure you're in a shared agreement of what this partnership could look like.

## STEP THREE

Focus on building relationships with them.

There is an enormous difference between someone just being paid to promote your organization and someone who is passionate and genuinely cares about your cause—and the audience will definitely see this difference!

## STEP FOUR

Make it easy to say yes! Depending on what you're asking them to promote, provide all the assets they'll need up front. This could include high-quality images, videos, copy for social media, and templates for emails.



# Partnering With Influencers

## PARTNERSHIP EXAMPLE:

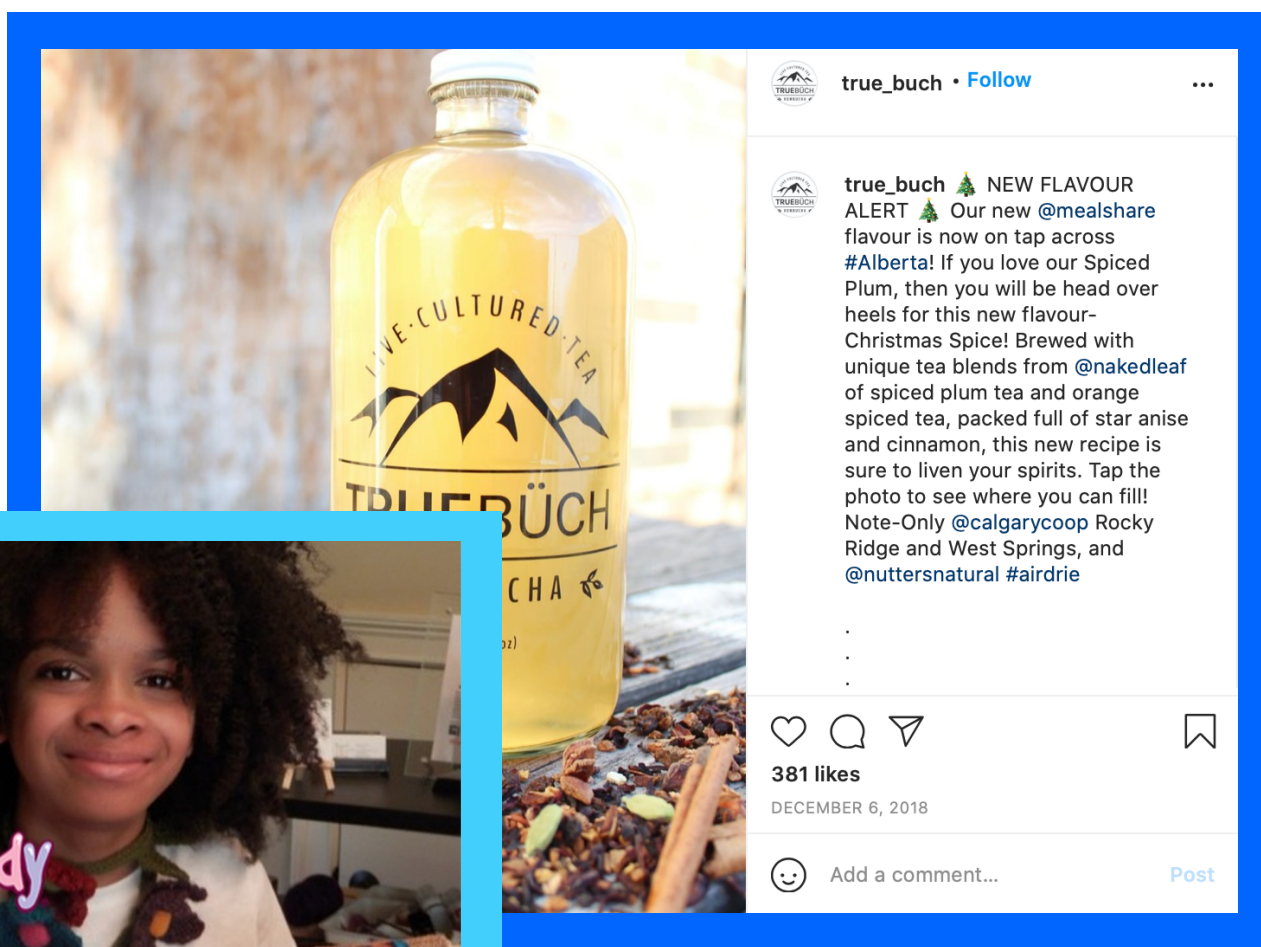
If an influencer provides a service, they could give a % of the proceeds they make one month toward supporting your campaign to raise support.





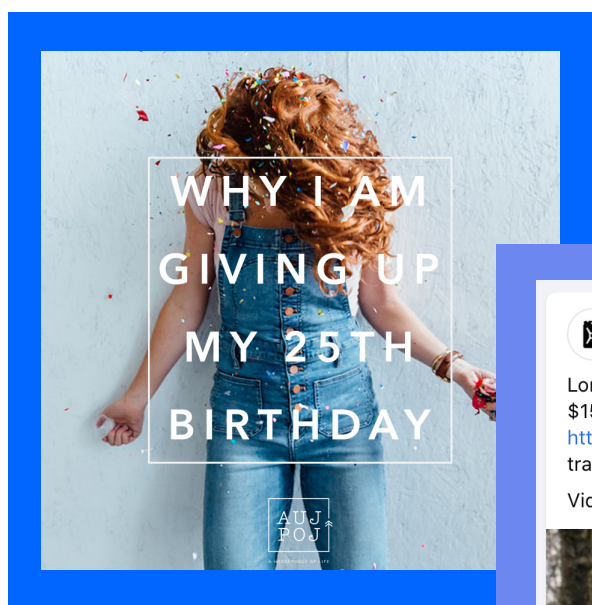
## PARTNERSHIP EXAMPLE:


If an influencer creates content or art, they could feature your logo in their finished product. Or, they could run a series of specific pieces focused on your cause to raise awareness.



## PARTNERSHIP EXAMPLE:


If an influencer has a blog or vlog, they could dedicate a post to telling a story about the personal connection and investment they have in your cause.






 **charity: water** is with **Audrey Roloff** and **Jeremy Roloff**.  
January 22, 2019 · 🌐

Longtime supporter [Jeremy Roloff](#) vowed to shave off all of his hair if his friends could raise \$15,000 for clean water! The result? Well... hair today, clean water tomorrow: [https://www.youtube.com/watch?v=AVgLPEw\\_BRY](https://www.youtube.com/watch?v=AVgLPEw_BRY) Thank you, Jeremy and friends, for transforming futures for 500 people in need!




Video: [Jack Botti](#)



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**Build  
Influencer  
Relationships  
That Last  
With  
Givecloud**

# WE EMPOWER YOU TO EMPOWER THEM

At Givecloud, we take care of admin work so you can focus on building and nurturing relationships with your influencer network.

And now, collecting donations from anywhere is easier than ever with [embeddable donation forms](#).

Embeddable donation forms can diversify fundraising by creating new avenues to raise awareness and donations. Level up your influencer partnerships by embedding a donation form directly onto their site or social platforms.

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