

ENTERTAIN
IMPACT



CAUSE MARKETING TOOLKIT

Non-profits' guide to influencer campaigns

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STRATEGIC COMMUNICATIONS PLAN

An influencer campaign should ladder up to a long-term communications plan. While no two plans are the same, there are key components that will inform your campaign.

CRITICAL PLAN ELEMENTS

- Organizational goals
- Marketing objectives
- Well-defined target audiences
- Segment-based messages
- Priority channels (Instagram, email, website)
- Tactical activation plan and timeline
- Success metrics and tracking systems

START PLANNING

Prioritize the objectives you hope to advance with your campaign.



FROM THE BLOG:
**HOW CAUSE INFLUENCE CAN HELP
 YOUR MARKETING PLAN**

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KEY MESSAGES

Key messages are your tool for educating people about your mission, motivating support, and ensuring that the celebrities and supporters you rally stay on point in representing your work.

WHAT YOU NEED

- 3-5 sentences on your work, values, and impact
- A clear and compelling invitation for support
- Proof-points (stats, examples) that give credibility

CONSIDER

- **LENGTH:** Keep messages 200-300 characters so they're easy to digest and recall.
- **TONE:** While your brand character should be consistent, you can adjust your tone of voice based on the audience, message objective, marketing channel, and cultural moment.
- **CLARITY:** Avoid buzzwords, acronyms, and jargon. Influencer marketing reaches people outside your existing network, so don't use language only your network understands.

CREATE YOUR MESSAGING

Below are key message starters. Complete the prompts to personalize them to your organization.

(Org name) is a(n) (org type: non-profit, advocacy org, NGO, etc.) that provides (programs or services) to (clients or communities) throughout (region) in order to (purpose). Learn more about our approach at (website).

(Org name) is a(n) (org type: non-profit, advocacy org, NGO, etc.) that (5-7 words summarizing mission) for the purpose of (problem being solved) through (list program or service area categories). Get involved: (website).

(Org name) directly impacts (clients or communities) through our work with (describe how you advance your mission). To date, we've (list achievement stats). Help us amplify our impact by (desired supportive action).

X% of (focal community) are experiencing (describe problem). We're working to combat this through (specific program), which (5-7 words describing what program does or provides). Support this critical work: (website).

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MARKETING CALENDAR

You'll need a calendar of activations, milestones, and opportunities into which you can plug influencers.

- 6+ months advanced calendar
- 2-5 opportunities for public figures to engage in (e.g., social posts, quotes, event)
- Activation dates and deadlines

BUILD YOUR CALENDAR

Plan out a few months of marketing content. Consider dates specific to your organization, such as press moments, events, and campaign anniversaries. You can also take a broader view and consider philanthropy-focused holidays or key dates relevant to your cause space.

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ABILITY TO ENGAGE WITH INFLUENCERS

Flex all your community management and client services skills to make the most of the connections your campaign makes.

- If activations are on social media, designate a community manager to monitor when posts go up
- Make sure you and your team engage with supporters' posts
- Thank public figures (and their teams) personally
- Designate someone to communicate with an influencer and their reps regularly, especially for long-term campaigns
- Check in during holidays, birthdays, and milestone dates to say hi and share updates



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CULTURE OF REFLECTION AND ADAPTABILITY

Influencer campaigns involve a lot of moving parts. Reflecting honestly on how things are going and adapting in real time is crucial for campaign success and personal sanity. Be ready to learn and pivot.

- Regularly monitor results to assess your campaign
- Pay attention to current events and anticipate their potential impact on your plans
- Enlist feedback from donors, clients, and ambassadors
- Acknowledge if something isn't working, and dig in to learn why
- Be flexible when executing your plans

EVALUATE YOUR CAMPAIGN

Have you seen an increase in reach or engagement? Have site visits gone up? How's outreach going? Is staff fully engaged? In order to identify where to double down and where to pivot, review your strategy, the creative and messaging, internal coordination, and execution. Use the space below to get started.



WHAT'S WORKING:



WHAT NEEDS WORK:
