



# BBNFLUENCER GUIDEBOOK FOR UNITS

## FOUR TYPES OF BBNFLUENCER

### WHAT IS A BBNFLUENCER?

BBNFLuencers are our ambassadors for One Day for UK. They help us spread the word and motivate others to get involved.

**Employees** – You and your coworkers

**Donors** – People who directly support your college or unit

**Engaged Fans** – People who love UK and who love your college or unit

**Celebrities** – The most well-known of those who champion UK throughout their life

### TIMELINE:

**March 7** – Have a completed list of your target BBNFLuencers (see Recruitment Guide section for details)

- Create multiple drafts for invitations – we suggest having 2 or 3 scripts for cards, emails, etc.
- Make swag order considerations.
  - Contact Emily Groves at [emily.groves@uky.edu](mailto:emily.groves@uky.edu) with questions

**March 14** – Prepare personal invitations to participate as BBNFLuencers (cards, phone calls, emails and/or social media)

- Begin to post informational graphics about One Day for UK, include information about One Day in monthly newsletter, e-blast, etc.

**March 21** (one month before giving day) – Send out all personal invitations to target BBNFLuencers

- Start a countdown to One Day on your social media platforms (1 month, 2 weeks, 1 day, etc.)

**April 1 –5** – Follow up with loyal and major donors, fans, etc. about participating in One Day for UK as BBNFLuencers through email, phone call, etc. Share with them that we need their help.

**April 8 –12** – Include in social media posts, monthly newsletter, e-blast, etc. that One Day for UK is next week. Describe ways to participate including signing up as a BBNFLuencer, participating in challenges, donating on One Day and wearing blue on April 19 to show their support

**April 15–17** – Three-day countdown to One Day on social media platforms

**April 18** – **One Day for UK!** Social media posts, share challenges, etc.

**April 19** – Thank your BBNFLuencers via social media or email (general)

**By May 24** – Send out thank you letters, phone calls, emails, etc. for supporters once your unit has its official total

- We suggest having 2 or 3 scripts for cards, emails, etc.
- Include coaster, sticker, etc. for large contributors
- Try to use hand-written/personalized thank you notes and include BBNFLuencer name

## GRAPHICS AND TEMPLATES:

Central philanthropy's team will design graphics and templates you can use for your social media posts, emails, etc. Those graphics will be saved on [SharePoint](#), and we will let you know as soon as they become available.

## RECRUITMENT GUIDE:

### WHO MAKES A QUALITY BBNFLUENCER?

#### **Past BBNfluencers**

- These people should get requests thanking them for their past support and encouraging them to continue
- Can add stats about how many gifts they brought in last year(s), or how much money the unit raised, if applicable
- Try to use individual names if you can – treat them as an insider and show how important they are
- **[Click here for recruitment message examples.](#)**

#### **Engaged fans**

- People who love UK and who support your college or unit (ex: alumni board members, advisory groups, or anyone who is closely involved with your unit)
- We recommend looking at your social media posts for your most active followers (liking, commenting, sharing, hashtags) from the last 3 months – especially Facebook!
- **[Click here for recruitment message examples.](#)**

#### **Employees**

- Don't send an email to everyone in your college! Identify which coworkers you feel are most passionate about your unit and reach out to them specifically
  - College/program volunteers
  - Can include retired staff and faculty
- **[Click here for recruitment message examples.](#)**

#### **Donors**

- People who directly support your college or unit.
- Who are your loyal and major donors? Their buy-in is essential, make them BBNfluencers! Major donors know other major donors
- Can use a variation of the email to those who support your unit
- Make it personalized – include name for sure, gift amounts optional
- **[Click here for recruitment message examples.](#)**

#### **Celebrities**

- The most well-known of those who champion UK throughout their life
  - These individuals require a personalized invitation to participate in One Day as BBNfluencers
  - Thank anyone who has been known to support your program in the past, big or small
- **[Click here for recruitment message examples.](#)**

## HOW TO FIND YOUR POTENTIAL BBNFLUENCERS

### **Social Media Research**

- Who likes your social media posts the most? Who is using your hashtags?
- Reach out to them, explain #OneDayforUK and get them onboard!

### **Who are your loyal donors? Who are your major donors?**

- Their buy-in is essential, so consider asking them to become BBNfluencers!
- Major donors know other major donors.

### **BBNfluencers can be found within your program!**

- Remember to consider Deans, professors, administrators, and staff

## RECRUITING BBNFLUENCERS

### **Use social media posts**

- Use provided templates to give general info about One Day for UK, encourage people to sign up for your program and countdown to 4/18/24
- Repost pictures from UK Philanthropy and people who are tagging your unit.
- Feel free to add more! Give specific info about what you're hoping to do with the money you raise, have a testimony from a staff member or student and give info on how to support your unit specifically

### **Send an email telling people how to help your unit**

- What can people do to raise awareness or contribute to your unit? Include that in your email.
- Make sure to reference your social medias, as that will be your primary method of communication
- Encourage your BBNfluencers to participate in the challenges leading up to and on One Day in order to bring in more gifts for your unit

## HOW TO MAKE YOUR BBNFLUENCERS SUCCESSFUL

Many people want to participate and support their favorite programs, but they don't always know the best way to promote the cause. It's important to give them direction and support.

- Personal engagement from you is key – phone calls and emails will pay off
- Give them some training and direct them to use the BBNfluencer Google Drive. Provide insight and help for what is expected of them.
- Give them a job, make them VIPs, and tell them what your unit has planned for #OneDayForUK.
- Ask them to engage on social media. They can:
  - Share your posts and use your hashtags
  - Post their own pictures
  - Interact with a day-of Challenge
- Not everyone is on social media, so tell them how they can be successful BBNfluencers by using email, text and face to face interactions!
- Engage with them throughout the year and help them feel involved in your program.

## BBNFLUENCER SIGNUP:

- Send [this guide](#) to anyone who is interested in becoming a BBNfluencer.
- Your BBNfluencers should select their affiliation with the University. Be sure to remind them to select your unit/program as their affiliation during sign up.

## ONCE BBNFLUENCERS ARE SIGNED UP:

Before One Day, you'll want to thank your BBNfluencers for signing up, and keep in touch with them to let them know how they can support your unit. We are limiting the contact each BBNfluencer will have, as we don't want them to be overwhelmed, especially if they are supporting multiple units. They will be receiving the initial automated thank you when they sign up, as well as two emails from Central that instruct them to use their dashboard. The dashboard contains instructions and digital assets that will help them be successful as they promote One Day for UK. You can send, at most, one email with specific information about how to help your unit, and one with instructions to look for more information coming from your social media. Feel free to reach out to Annual Giving for help with drafting if you need it.

*Below is a copy of the immediate email that BBNfluencers will receive after signing up. This will be sent automatically by Central Philanthropy:*

Hey BBNfluencer!

Thank you so much for signing up to be a BBNfluencer for One Day for UK 2024! We're grateful for your participation, and we can't wait to see what an impact you'll make for our University.

Your personal BBNfluencer link is \_\_\_\_\_.

Be sure to provide this link to friends and family when you encourage them to give on One Day for UK. After someone uses your link to donate on April 18th, you will get credit for bringing in their donation and your name will appear on our BBNfluencer leaderboard rankings.

We also encourage you to [click here](#) and access the BBNfluencer toolkit for more information on One Day for UK 2024, digital assets and tips on how to get involved!

Go Cats!

\*If you have any questions about what you can do to make One Day for UK a success for your college, program or cause this year, please contact Emily Groves at [emily.groves@uky.edu](mailto:emily.groves@uky.edu). Thank you again for your dedication to UK!\*

## THANKING YOUR BBNFLUENCERS:

After One Day, you should send a (relatively) general thank you email to all of your BBNfluencers showing how much of an impact they made and the stats of the unit. You should also send a personalized thank you later once you've had some more time to organize. You will have final totals for your unit by May 10th for this reason. Below are examples of thank-you notes that you could send after the event:

## General Thank You Email Example:

Hey Wildcat!

Thank you so much for your support of (unit name) during One Day for UK 2024! Whether you shared social media posts, spread the word to your friends and family, participated in challenges, or donated yourself, you played a pivotal role and helped us make a lasting impact.

Last year, UK had over 3,000 donors during One Day for UK 2023. This year, because of supporters like you, we had over (insert total) donors participate. As a result of your efforts, (unit or fund) saw over (total rounded) donors contribute to our program! These gifts are essential for our program to thrive, and we couldn't have done it without you!

We're so glad we could count on you to help make this day a success for our program and our university.

Till next year!

## Personalized Hand-Written Note Example:

Hi (BBNfluencer name),

Thank you so much for your support of (unit name) during One Day for UK 2024!

This year, because of supporters like you, we had over (insert total) donors participate. As a result of your efforts, (unit or fund) saw over (total rounded) donors contribute to our program! These gifts are essential for our program to thrive, and we couldn't have done it without you! On, on, U of K!

## BBNFLUENCER RECRUITMENT EXAMPLES

### PAST BBNFLUENCERS

#### Email example:

Hello (BBNfluencer name) –

One Day for UK is back and better than ever! This year, on April 18th, the Big Blue Nation will come together once again to make a difference in the lives of our students, our community, and our world.

Your past support has been crucial to One Day for UK's success. From posting on social media and spreading the word, to participating in challenges or giving generously to your favorite causes, your contributions have made a lasting impact.

**\*optional: add a paragraph about your unit specifically and how to help!\***

The role that you play is so valuable, and we hope you'll join us again this year as a BBNfluencer for One Day for UK 2024. To sign up, just visit <https://onedayforuk.com/pages/bbnfluencer> and more information will be sent to your email. Let's continue making a difference together!

Go Cats!

*Hand-written note example (essentially a shortened version of the email):*

Hi (BBNfluencer name)!

One Day for UK is back and better than ever! This year, on April 18th, the Big Blue Nation will come together once again to make a difference in the lives of our students, our community, and our world.

Your past support has been crucial to our success, and we hope you'll continue your role as a BBNfluencer during One Day for UK 2024. To sign up, just visit <https://onedayforuk.com/pages/bbnfluencer> and more information will be sent to your email. Let's continue making a difference together!

Go Cats!

## ENGAGED FANS, EMPLOYEES, DONORS, AND CELEBRITIES

Hello (name) -

We're reaching out with an exciting opportunity to get involved during One Day for UK 2024! This year, on April 18th, the Big Blue Nation will come together once again to make a difference in the lives of our students, our community and our world. On this day, we ask alumni and friends of the University to give back and support their favorite college or program.

We are so grateful for the many ways you support **(unit)**, and we hope you will consider extending your impact by signing up as a BBNfluencer this year. BBNfluencers are ambassadors for One Day for UK who spread the word to their peers and encourage others to get involved. We had over 170 BBNfluencers who helped promote One Day for UK last year by posting on social media, participating in challenges, donating to their favorite cause or inspiring their friends and family to take part in the fun.

Join the charge and use your influence to get others involved this year! To sign up, just visit <https://onedayforuk.com/pages/bbnfluencer> and more information will be sent to your email. We can't thank you enough for your past support. Let's continue making a difference together!

Go Cats!