



# BBNFLUENCER GUIDEBOOK FOR UNITS

## FOUR TYPES OF BBNFLUENCERS

### 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:

**January 14** – 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

**January 21** – 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.

**January 25** (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.)

**February 8 – 12** – 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.

**February 15 – 19** – 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 24 to show their support

**February 19** – Deadline for BBNfluencer signups

**February 25** – **One Day for UK!** Social media posts, share challenges, etc.

**By March 19** – 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 linked on the One Day for UK Toolkit.

## 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

#### **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!

#### **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
  - Deans, professors, administrators, and staff

#### **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

#### **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

## 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 February 25.
- 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 media accounts, 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 Toolkit. 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:
  - Make a short video asking their friends to participate
  - 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:

- Tell BBNfluencers to sign up at <https://www.ukalumni.net/s/become-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 for UK, 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. BBNfluencers will receive a total of 3 emails from Central Philanthropy:

- An automated email when they sign up, which will thank them for their support and direct them to the BBNfluencer Toolkit (containing instructions and digital assets that will help them be successful as they promote One Day for UK).
- An email on **February 22, 2027** containing their personal BBNfluencer link.
- A reminder to share their link on Giving Day.
- A thank you email the next day (which will also announce the leaderboard winner)

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

[FIRST NAME],

Thank you for signing up as a BBNfluencer. We're so excited to see what we can accomplish together when One Day for UK kicks off on February 25, 2027!

Your personal BBNfluencer link will be emailed to you on Monday, February 22. When someone uses your link to make a gift, you'll get credit for bringing in their donation and your name will appear on our BBNfluencer leaderboard. The BBNfluencer who refers the most donors will earn \$500 for their chosen affiliation's primary fund. While you wait for the big day, visit <https://philanthropy.uky.edu/bbnfluencertoolkit> to check out the BBNfluencer toolkit for One Day for UK information, digital assets and tips for sharing.

Look for our next email on February 22 with your personal BBNfluencer link, and get ready to use your voice to bring our community together!

Go Cats

## 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.