

BBNfluencer Recruitment Guide



KENTUCKY CAN.



BBNfluencer Recruitment Guide

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

TIPS TO MAKE THE MOST OF YOUR BBNFLUENCERS

Engaged fans

people who love UK and who love your college or unit

Donors

people who directly support your college or unit

Who makes a quality BBNfluencer:

Employees

You and all your coworkers

Celebrities

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

How to find your potential BBNfluencers:

Social media research

o Who likes your social media posts the most? Who is using your hashtags?

➤ Reach out to them, explain #OneDayForUK and get them onboard

Your Dean, professors, administrators can all be BBNfluencers!

Who are your loyal donors? Who are your major donors?

o Their buy-in is essential, make them BBNfluencers! Major donors know other major donors

All your staff can be BBNfluencers!

TIPS TO MAKE THE MOST OF YOUR BBNFLUENCERS

How to make them successful BBNfluencers:

- Personal engagement from you - phone calls and emails will pay off
- Give them some training, provide insight and help for what is expected of them
 - **Create your own mini toolkit if you want**
- Not everyone is on social media, but they can be successful BBNfluencers via email and text, too
- Engage with them throughout the year and see even more success for One Day for UK 2021
- Give them a job, make them the VIPs, tell them what you're planning for #OneDayForUK
 - **Share your posts**
 - **Post their pictures**
 - **Interact with a day-of Challenge**
- Steward them after!
 - **Say thank you**
 - **Tweet and retweet thank you content**
 - **You could even use a BBNfluencer in your thank you content**

How to sign up

- Send your future BBNfluencers this link to sign up (they will be able to follow step-by-step instructions to get started)
- www.kentuckycan.uky.edu/bbnfluencers

Resources the BBNfluencer will see once they sign up

- Your BBNfluencers will have access to many digital resources to prepare them for participation on (and leading up to) One Day for UK
- Here they will see further instructions on how to join in on One Day for UK. Encourage your BBNfluencers to change profile pictures, post the importance of UK to them, and more.

Ambassador

One Day for UK 2020

09/16/2020 12:00 AM EDT - 09/16/2020 11:59 PM EDT

Thanks for signing up to be a BBNfluencer!

Now, take the next steps:

1. Change Your Picture: Add a Facebook filter to your picture to show your support. Simply click on your existing picture, hit "update," click "add a frame" and search for "One Day for UK" in the search bar. Select the One Day for UK filter when it appears. An example is below. You can also download official [One Day for UK covers and other social media assets](#).

2. Share Your Story: What does UK mean to you? Is it a family tradition? Did you meet your closest friends on campus? Share why you are a true blue fan of UK's academics, programs and athletics, and mention what areas you support. Need inspiration? Check out some of the posts from last year.

Sample Post 1

Sample Post 2

3. Spread the Word: Repost, retweet or share messages from the university's official accounts. Throughout the day, we will share facts, host challenges and celebrate UK's accomplishments. Help us further our reach. Like and follow us on social media:

-University of Kentucky: [Facebook](#), [Instagram](#), [Twitter](#)

-UK Philanthropy: [Facebook](#), [Instagram](#), [Twitter](#)

4. Participate on #ONEDAYFORUK: Give and encourage others to give by sharing your referral link with friends, family, and followers. You'll receive credit for any donation made through it, so come back here often to track your impact.

YOUR AMOUNT RAISED

\$0.00

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

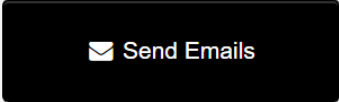
Facebook	0
LinkedIn	0
Email/Plain	2
Twitter	0

Resources the BBNfluencer will see once they sign up

- Your BBNfluencers should join in on fun One Day for UK challenges to encourage their followers to participate as well.
- We encourage emails to friends and classmates as well as posts on social media. BBNfluencers can even create their own referral URL link to add to their personal interaction and fundraising success.

5. Take a Challenge: You can download a list of challenges that will be taking place on One Day for UK and start planning to take part in one or more on giving day!

For your convenience you can use these share buttons to quickly prepare an email or social media post containing your referral link:

 Send Emails

Try to reach at least 15 people by email, but don't forget to maximize your impact by posting on social networks too.







Here's your actual referral link to do with as you please:

https://www.onedayforuk.uky.edu/giving-day/21937?utm_source=s

Referred Page:

or

<https://www.onedayforuk.uky.edu/amb/Logansgivingdayteam>

Resources the BBNfluencer will see once they sign up

- Your BBNfluencers should select their affiliations with the University. Be sure to remind your BBNfluencers to select you as one of their affiliations!
- To create friendly competition on One Day for UK you will see different leaderboards throughout the site. BBNfluencers have one too that will track (using their personal URL link) how many gifts and positive interactions a BBNfluencer generates!

Referred Page: ▾

or

Change Short URL:

Your Affiliations: ▾

Leaderboards

BBNfluencer Leaderboard

Rank	Name	Gifts
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