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.

TIMELINE:

March 8 – 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.
    o Contact Kirtland Roach at kirtland.roach@uky.edu with questions
March 15 – 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 22 (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 3–7 – 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 10–15 – Include in social media posts, monthly newsletter, e-blast, etc. that One Day for UK is next week. Include 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 17–19 – Five-day countdown to One Day on social media platforms
April 19 – One Day for UK! Social media posts, share challenges, etc.
April 20 – Thank your BBNfluencers via social media or email (general)
May 26 – 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

FOUR TYPES OF BBNFLUENCER

- **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
GRAPHICS AND TEMPLATES:

Our team has made several graphics and templates you can use for your social media posts, emails, etc. To access them, see the external Sharepoint files.

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

Email example:

Hello (BBNfluencer name) –

It’s that time again! One Day for UK is coming up fast. This year, on April 19th, 2023, we are asking our UK community to come together once again to show what Kentucky Can do, and YOU can help!

Your support last year was an integral part of our 2022 One Day for UK’s success. Whether you posted on social media, participated in challenges, donated to your favorite program, or helped spread the word to your UK friends and family, you made a difference.

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

This year, we’re hoping you will help make our One Day for UK a success again by continuing your role as a BBNfluencer. To sign up, just visit www.kentuckycan.uky.edu/bbnfluencers, and more information will be sent to your email. We can’t do this without you!

Go Cats!

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

Hi (BBNfluencer name)!

It’s that time again! This year, on 4/19/23, we are asking our UK community to come together once again to show what Kentucky Can do, and YOU can help!

Your support last year was an integral part of our 2022 One Day for UK’s success. We’re hoping you will make a difference in this year’s One Day for UK by continuing your role as a BBNfluencer. To sign up, just visit www.kentuckycan.uky.edu/bbnfluencers, and more information will be sent to your email. We can’t do this without you!

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**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!

**Email example:**

Hello (Engaged fan name) –

We are reaching out to you today to ask for your support. This year, on April 19th, 2023, the UK community will come together once again to show what Kentucky Can do, and YOU can help!

Wednesday, April 19th is our 2023 One Day for UK. On this day, we ask alumni and friends of the University to give a gift to their favorite college or program in an effort to make our University even better. As someone who has continually shown support for UK, we’re asking you to help spread the word about One Day for UK as a BBNfluencer!

BBNfluencers are online ambassadors for One Day for UK who help us spread the word and motivate others to get involved. Last year, we had over 200 BBNfluencers who helped make our One Day for UK a success, and this year we’re hoping to have even more! As a BBNfluencer, you can post on social media, participate in challenges, donate to your favorite program, or inform your UK friends and family about One Day for UK. Your goal would be to get others involved, and we hope you’re up for the challenge!

To sign up, just visit [www.kentuckycan.uky.edu/bbnfluencers](http://www.kentuckycan.uky.edu/bbnfluencers), and more information will be sent to your email. We can’t do this without you! Thank you again for showing so much Wildcat Spirit over the years, let’s show the world what Kentucky Can do!

Go Cats!

**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

**Email example:**

Hello (Employee name) –

We’re reaching out today to ask for your support. This year, on April 19th, 2023, we are having our annual One Day for UK to support programs across the University. We are asking our UK community to come together once again to show what Kentucky Can do, and YOU can help!

Your continued support of (unit) makes a difference in the lives of so many students. Your impact has not gone unnoticed, and you have stood out among your colleagues as someone who really loves (unit). We are so thankful for your dedication to our program, and we’re hoping you will extend that support this year to help make our One Day for UK a success as a BBNfluencer.

BBNfluencers are online ambassadors for One Day for UK who help us spread the word and motivate others to get involved. Last year, we had over 200 BBNfluencers who helped make our One Day for UK a success, and this year we’re hoping to have even more! As a BBNfluencer, you can post on social media, participate in challenges, donate to your favorite program, or inform your UK friends and family about One Day for UK. Your goal would be to get others involved, and we hope you’re up for the challenge!

To sign up, just visit [www.kentuckycan.uky.edu/bbnfluencers](http://www.kentuckycan.uky.edu/bbnfluencers), and more information will be sent to your email. We can’t do this without you! Thank you again for showing so much Wildcat Spirit, let’s show the world what Kentucky Can do!

Go Cats!
Donors

- People who directly support your college or unit

Email example:

Hello (Donor name) –

This year, on April 19th, 2023, we are having our annual One Day for UK to support programs across the University. We are asking our UK community to come together once again to show what Kentucky Can do, and YOU can help!

Your continued support of (unit) makes a difference in the lives of so many students. *optional sentence about how the unit uses donations, or what they plan to work on this year* We are so thankful for your dedication to our program, and we’re hoping you will extend that support this year to help make our One Day for UK a success as a BBNfluencer.

BBNfluencers are online ambassadors for One Day for UK who help us spread the word and motivate others to get involved. Last year, we had over (number) BBNfluencers who helped make our One Day for UK a success for our program, and this year we’re hoping to have even more! As a BBNfluencer, you can post on social media, participate in challenges, donate to (unit) on April 19th, or inform your UK friends and family about One Day for UK. Your goal would be to get others involved, and we hope you’re up for the challenge!

To sign up, just visit www.kentuckycan.uky.edu/bbnfluencers, and more information will be sent to your email. We can’t do this without you! Thanks again for your past support of the (unit) at the University of Kentucky, we can’t wait for you to help us show what Kentucky Can do!

Go Cats!

For those who gave to the first, most recent, or ALL One Day for UKs:

Hello (Donor name) –

It’s that time again! One Day for UK is coming up fast. This year, on April 19th, 2023, we are asking our UK community to come together once again to show what Kentucky Can do, and YOU can help!

Your support (in year) was an integral part of our (year) One Day for UK’s success. This year, we’re hoping you will help make our One Day for UK a success again by signing up to become a BBNfluencer.

BBNfluencers are online ambassadors for One Day for UK who help us spread the word and motivate others to get involved. Last year, we had over 200 BBNfluencers who helped make our One Day for UK a success, and this year we’re hoping to have even more! As a BBNfluencer, you can post on social media, participate in challenges, donate to your favorite program, or inform your UK friends and family about One Day for UK. Your goal would be to get others involved, and we hope you’re up for the challenge!

To sign up, just visit www.kentuckycan.uky.edu/bbnfluencers, and more information will be sent to your email. We can’t do this without you! Thanks again for your past support of the University of Kentucky, we can’t wait for you to help us show what Kentucky Can do!

Go Cats!
For those who give regularly, but not on One Day:

Hello (Donor name) –

This year, on April 19th, 2023, we are having our annual One Day for UK to support programs across the University. We are asking our UK community to come together once again to show what Kentucky Can do, and YOU can help!

Your continued support of UK makes a difference in the lives of so many students. We are so thankful for your dedication to the University, and we’re hoping we can count on you to extend that support this year to help make our One Day for UK a success as a BBNfluencer.

BBNfluencers are online ambassadors for One Day for UK who help us spread the word and motivate others to get involved. Last year, we had over 200 BBNfluencers who helped make our One Day for UK a success, and this year we’re hoping to have even more! As a BBNfluencer, you can post on social media, participate in challenges, donate to your favorite program on April 19th, or inform your UK friends and family about One Day for UK. Your goal would be to get others involved, and we hope you’re up for the challenge!

To sign up, just visit [www.kentuckycan.uky.edu/bbnfluencers](http://www.kentuckycan.uky.edu/bbnfluencers), and more information will be sent to your email. We can’t do this without you! Thanks again for your past support of the University of Kentucky, we can’t wait for you to help us show what Kentucky Can do!

Go Cats!

• Who are your loyal and major donors? Their buy-in is essential, make them BBNfluencers! Major donors know other major donors
  o Can use a variation of the email to those who support your unit
  o Make it personalized – include name for sure, gift amounts optional

Celebrities

• The most well-known of those who champion UK throughout their life
  o These individuals require a personalized invitation to participate in One Day as BBNfluencers
  o Thank anyone who has been known to support your program in the past, big or small
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 is what BBNfluencers will see when signed into the onedayforuk.uky.edu site. 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.

Immediate Sign-Up Email (this is being sent automatically by Central, it’s just here so you can see the info they’ve been given):

Hey Wildcat!

Thank you so much for signing up to be a BBNfluencer for our 2023 One Day for UK! We are so grateful for your participation, and we can’t wait to see what an impact you’ll make for our University.

Last year, UK had over 3,400 donors on our 2022 One Day for UK. This year, we’re hoping to top it! With your help, we are confident we can make April 19th an even bigger success for programs across the University.

As a BBNfluencer, you have access to the BBNfluencer Dashboard. This is the hub for all things BBNfluencer – it will have information on the upcoming One Day for UK, tips on ways that you can get involved, and a personalized link that you can send to your friends and family. When they donate through your link on One Day for UK, you will get credit for bringing in their donation.

There will be a ranking of our top BBNfluencers, so make sure you send your link to everyone you can! To access your dashboard, sign in via the One Day for UK Homepage at onedayforuk.uky.edu.

In the meantime, here are some tips for ways you can start getting involved. Some of the easiest things you can do are:

Post/report on social media – tag the unit you’re supporting and use #OneDayforUK.

Follow UK Philanthropy on Facebook (@UKOfficeofPhilanthropy), Twitter (@UK_Philanthropy), and Instagram (@ukphilanthropy), and participate in our social media challenges leading up to One Day for UK.

Call/text/email friends and family about One Day so they can get involved, too!

Put our yard sign up in your yard so your friends and neighbors can be in the know! (More information about sign-ups and pick-up dates to follow).

Let others know where you plan on giving your gift on April 19th.

We’re so glad we have you to help make One Day for UK a success for your program this year. If you have any questions about what you can do, please contact Kirtland Roach at kirtland.roach@uky.edu. Thank you again for your dedication to UK!

Go Cats!
HOW TO KEEP PEOPLE ENGAGED:

• Social media posts – this should be the primary method
  o Use provided templates to give general info about One Day for UK, encourage people to sign up for your program and countdown to 4/19/23
  o Repost pictures from UK Philanthropy and people who are tagging your unit.
  o 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

• Email with how to help your unit
  o 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
  o 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

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 5th for this reason.

General Thank You Email Example:

Hey Wildcat!

Thank you so much for your support of (unit name) on our 2023 One Day for UK! You helped make a difference, and we are so grateful for your participation. Whether you spread the word to your friends and family, posted on social media and participated in challenges, or donated yourself, you made an impact.

Last year, UK had over 3,400 donors on our 2022 One Day for UK. This year, because of people like you, we had over (insert total) donors participate. Thanks to your efforts, we had over (total rounded) donors support (unit or fund)! This is huge for our program, and we are so thankful for your willingness to help and your commitment to UK.

We’re so glad we could count on you to help make this day a success for our program and our University. We couldn’t have done it without you, so THANK YOU!

Till next year!

Personalized Hand-Written Note Example:

Hi (BBNfluencer name),

Thank you so much for your support of (unit name) on our 2023 One Day for UK!

Thanks to the support of people like you, (unit name) was supported by (final total) donors!

You helped make this day a success, and we are so grateful. We couldn’t have done it without you!

Go Cats!