

# TIME TO LEAD

## High-level Influencer Outreach Guidelines

While running a campaign, it will often become necessary to reach out to influencers who can help advance your issue, taking you closer to reaching your goals and objectives. These influencers can not only multiply your audience but can multiply the effect of your message and thereby your campaign. They can sway public opinion or at least that of your target audience.

**Global Week for Action on NCDs**  
**15-22 October 2024**

# What we need

As with any outreach programme, reaching out to Influencers requires clear, concise communication. An issue that is easily understandable or which has been approached in a manner that will appeal to the Influencer and their followers will help make the case to engage the influencer's support.

The Global Week for Action has a ready-made field of possible influencers that have affinity with the campaign or the issue or theme we are highlighting. However, there is also a broad range of influencer who can also help advance the campaign that are viable candidates to replicate our messages.

## Do the **research**

Don't send random emails to everyone who works on NCDs or has a huge following. Find out if they are a good fit for your campaign. For example, are they being sponsored by brands that go against the values of the NCD community. Or are they expecting something from us that we cannot give. Does the Influencer cover issues that are relevant to our theme or campaign? Are they consistent?

## Who are our **target audiences**

Does your desired Influencer speak the language of that audience. You may have found an Influencer who has millions of followers but are they the right followers?

## Timing

Are you planning an outreach during the summer holiday period? Has a major world event taken place, or will it? Think of all the opportunities and challenges that your timing might present.

## Materials

You must provide your Influencers with everything they will need to replicate your message. Materials must be written in clear language that appeals to the Influencer and their followers.

## Be **coordinated** with your colleagues and other stakeholders

With your colleagues and other stakeholders. Have we had contact with this Influencer before. Have they already supported your organisation, your organisation or GW4A work in the past? Has a colleague recently contacted them?

**In an organisation, it is easy to lose track of who contacts whom.** We recommend creating a shared document inside your organisation with the names and details of your influencer. Also include a log of contacts made with them so that you don't have many people approaching the same person.

**The best results do not come from the most well-known celebrities and bloggers, but the most engaged ones.**

## NOW HOW, WHAT, AND WHEN TO COMMUNICATE WITH THE INFLUENCER

It is better to start with a “**simple Ask**” (although nothing is simple for an influencer that lives from their online image) **like sharing a message on social media.**



Always be transparent

Make them feel part of the narrative

THANK THEM

**Report back:** If you want them to stick around you need to let them know what you are achieving thanks to the influencer's impact and provide them with ways to feel good about what they've done.

## About influencers

An influencer should:

- ▶ **Demonstrate an active** commitment to promoting the power of people to advance the campaign theme and the mission of the organisation.
- ▶ Have a good **engagement** rate, which is not the same as the number of followers they have. A good engagement rate is the percentage of the influencer's audience that responds to their content. The rate evolves continuously depending on the landscape of the social media channels. Each channel has a different way of measuring response.
- ▶ **Communicate** effectively and passionately.
- ▶ Have **credibility** amongst their followers. An influencer's credibility is proportionate to their engagement rate.
- ▶ Commit to the core **values** of your organisation.
- ▶ Have a genuine **interest** in issues such as poverty, inequality, health, healthcare, and NCDs and are willing to learn more through briefings.
- ▶ Have a willingness to **contribute** to activities that further the Sustainable Development Goals as they pertain to NCDs such as community engagement, fundraising, promoting campaigns, and attending private or public events.
- ▶ Act with total **transparency**, informing the organisation about any potential brand associations being explored which could negatively impact us for not sharing the same mission and ethical corporate policy.

## The Influencer Journey

Before	During	After
<ul style="list-style-type: none"> <li>▶ Determine research criteria</li> <li>▶ Define points of engagement</li> <li>▶ Get influencer list approved</li> <li>▶ Determine asks</li> <li>▶ Develop pitch and its variants</li> <li>▶ Prepare materials</li> </ul>	<ul style="list-style-type: none"> <li>▶ Pitching</li> <li>▶ Follow up with relevant updates</li> <li>▶ Fast reaction on questions and requests from influencers and their handlers.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Besides thanking them, it is important to let them know how they contribute to the campaign. You must be clear about the impact of their contribution.</li> <li>▶ Report back is very important since it gives the influencer information and shows your organisation is fully transparent and takes accountability seriously.</li> </ul>
	<b>If they accept:</b>	
	Make it happen, negotiate, arrange logistics, legalities, timing and contingencies.	
	<b>If they delay:</b>	
	On hold or send updates with exciting content for future opportunities.	

**Your organisation should play an enabling role in the story, allowing your influencer to be part of shaping and reinterpreting the campaign and making it their own.**

## Materials

When you approach influencers for the first time, you need to **provide them with campaign visuals** and with what you want them to share/do. It is difficult for influencers to agree in advance with something that they can't visualise. It will only delay the outreach if you approach influencers before the materials are ready.

**Provide the narrative, graphics and draft posts** you want them to share. This material could be tailored according to the type of language the influencers use. Poorly crafted materials are often the cause of outreach campaigns falling flat. The materials you provide should be backed by deeper, richer content like reports, in-depth videos and human impact stories. Make sure you understand what these influencers are passionate about. Become acquainted with what your influencers normally post on their social media channels.

Most importantly, **have materials that tell an engaging story** that is connected to real world events and issues that people care about, brought to life through interactive, compelling and highly shareable content.

**You need to have these ready before you start to approach influencers.**

## The Pitch

Here are some guidelines to make your pitch appealing to influencers:

- ▶ Make **communications** interesting and exciting with relevant content.
- ▶ These **people are very social**, so make content that is easy to share.
- ▶ **What is happening in the world that can link to the issue?** If the issue already has presence in the media, you will have more chances to get influencers interested as they will be familiar with the problem. And if the issue has a strong media presence, add links to articles to back up your story from a source that is not your own organisation.
- ▶ **Provide memorable bite-size information/** talking points for influencers to use and then have deep layers of content behind this to dig into.

### PITCH STRUCTURE

#### Your introduction

**We are asking:**  
What + concrete ask  
(2 or 3 lines)

Details of the **ask + reason why**  
(4 or 5 lines)

**Context + Theory of Change + SOLUTION**  
(4 or 5 lines)

**Reinforcement:**  
success past story, this works.  
(2 or 3 lines)

#### Materials

#### Greetings

**Background information/** talking points if necessary

## Going Live

If you launch during one specific day, do not expect every influencer to post during that same day, they could have other commitments and their participation should not be limited to a specific day.

**Provide them with a few days window to join the campaign.**

### Looking for inspiration?

**Click here to download our pitch for this year campaign** (available in English, French and Spanish).

## Winding Down

An important element of any outreach work is the resolution of the campaign. It is very easy to forget to update your influencers when you are busy wrapping up other loose ends. Don't forget to inform them of the outcomes. Provide them with text to share with their followers. Enumerate the wins, what's left to do, what achievements can be attributed to their support.

Influencers should feel they have an active role in the campaign success. After their participation, reporting back and thanking them is an important step.

You don't need to get in touch with them only to send campaign requests but to keep them engaged with the organisation. Keeping influencers engaged requires an eye for detail, personalized correspondence, and time to build up a trusting relationship.

**The most important factor is trust. Influencers/VIPs should feel they can trust your organisation to allow the use of their public image.**

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**GLOBAL WEEK FOR ACTION ON NCDs**

#LeadOnNCDs

#ActOnNCDs

**15-22 OCTOBER 2024**

Send questions or feedback to  
[info@actonncds.org](mailto:info@actonncds.org)



#NCDs @ncdalliance