

# INFLUENCER MARKETING FOR NON-PROFITS

## WHAT IT IS

Influencer marketing is a form of digital outreach where individuals with a loyal online following help amplify your organization's message, campaign or cause. These influencers can build trust, increase visibility and drive engagement — all while aligning with your mission.

## WHY INFLUENCER MARKETING?

Strategic partnerships with influencers can help non-profits build credibility, reach new audiences and generate content without the overhead of traditional advertising.

- **Word of mouth with reach:** Influencers can spark conversation and share your work organically.
- **Authenticity matters:** Followers tend to trust influencers more than brand accounts.
- **Better engagement:** Influencer posts typically generate more engagement than branded content.
- **Social proof:** Reviews, shares and personal stories validate your organization's impact.
- **Cost-effective reach:** Nano and micro-influencers often have affordable rates and higher niche engagement.

## CATEGORIES OF REACH

Influencers can be categorized in several ways. For the purposes of both cost and impact, it can be helpful to separate them according to their number of followers. Marketing agencies often use categories like:

- ★ **Celebrities:** 1 million + followers
- ★ **Mega Influencers:** 500k to 1 millions followers
- ★ **Macro Influencers:** 100k to 500k followers
- ★ **Micro Influencers:** 10k to 100k followers
- ★ **Nano Influencers:** 1,000 to 10k followers

Each tier of influencer comes with different strengths. For non-profits, micro and nano influencers are often the most mission-aligned and cost-effective.

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## GETTING STARTED: FINDING THE RIGHT FIT

- **Values first:** Seek out influencers who are already passionate about your cause or sector.
- **Look inside your network:** Staff, volunteers or partners may already be content creators.
- **Use hashtag and location searches:** Tools like Instagram, TikTok or LinkedIn can help identify aligned creators.
- **Consider community leaders:** Local activists, health workers or educators often have loyal followings — even if small.
- **Work with an agency (if needed):** For larger campaigns, influencer marketing platforms or agencies can help match you with the right voices.

## HOW TO BUILD AN INFLUENCER STRATEGY

### Step 1: Know your audience

Define who you're trying to reach (age, location, language, values, digital habits). This informs who should speak to them.

### Step 2: Set your objectives

Is your goal to raise awareness? Drive traffic to a campaign? Encourage donations or participation? This will shape your approach.

### Step 3: Define a budget

Many influencers offer flexible rates — or may collaborate in-kind for causes they care about. Budget can range from gifting products to formal paid partnerships.

### Step 4: Set KPIs (Key Performance Indicators)

Metrics could include reach, impressions, engagement (likes, shares, comments), content saves, referral clicks or new followers. Choose what matters most to your campaign.

## ADDITIONAL RESOURCES



- ✦ [How to become an Influencer](#)
- ✦ [How HCI revolutionized charitable giving through social media influencers](#)
- ✦ [Email and Instagram templates for reaching out to influencers](#)