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# Influencer Marketing Checklist for Nonprofits

### **Purpose**

Use this template to organize and execute your nonprofit's influencer marketing campaigns. Customize each section as needed.

### 1. Define Campaign Goals

#### **Examples of Goals:**

- Increase donations
- Raise awareness
- Promote event sign-ups

#### **Your Campaign Goals:**

1.	
2.	
-•	
3.	
<b>J</b> .	

#### Key

/ N	Metrics for Success:
•	(e.g., total donations, registrations, impressions, or shares)
1.	
2.	

# 2. Identify Influencers Who Align With Your Mission

#### **Ideal Influencer Profile:**

•	Cause	alian	ment:

riadictice actificgraphics		Audience	demogra	aphics
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• (	Content	style	or	expertise
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#### **Potential Influencers to Consider:**

1.	Name:	_
	- Reason for fit:	<u> </u>
2.	Name:	_   Handle/Platform:
3.	Name:	_   Handle/Platform:

(Add or remove lines as needed.)

### 3. Collaborate on Content Ideas and Timelines

### Content Types (check all that apply):

Social media posts (Instagram, TikTok, Twitter, etc.)

Live videos or Q&A sessions

Blog posts or articles

	Event appearances or webinars
	Other:
Cont	ent Ideas:
1.	
2.	
3.	
Duan	acad Timedina 9 Milastanas
Prop	osed Timeline & Milestones:
•	Campaign Start Date:
•	Content Draft Due:
•	Final Approval Date:
•	Publishing/Launch:
•	Post-Campaign Follow-Up:
	Trools Engagement and Doculto With Analytics
Toc	Track Engagement and Results With Analytics
Platf	orms/Tools to Use:
	Google Analytics
	Social media insights (Instagram, YouTube, TikTok, etc.)
	Dedicated campaign tracking links (UTMs, Bitly, etc.)
	CRM or donor management platform
	Other:

### **Metrics to Monitor:**

•	Donations or funds raised:
•	Event sign-ups:
•	Social media engagement (likes, shares, comments):
•	Website traffic or landing page conversions:
•	Other:
. F	ollow Up and Build Long-Term Relationships
ost-	Campaign Steps:
1.	Thank you message or email sent to influencers Date:
2.	Share campaign results and impact with influencers Date:
3.	Gather feedback and discuss opportunities for future collaboration Date:
utur	re Collaboration Notes:
•	

## **How to Use This Template**

- 1. Copy & Paste this checklist into your favorite document editor (Google Docs, MS Word, Notion, etc.).
- 2. Customize the sections (goals, timelines, influencer details) to suit your specific campaign.
- 3. Collaborate internally and share with your team or stakeholders for final input.

- **4. Execute** your plan, track your metrics, and adjust as needed throughout the campaign.
- **5. Reflect** on the results to refine your strategy for next time.

**Tip:** Save multiple copies of this checklist for different campaigns. Keeping them on file helps you compare results and identify what works best for your nonprofit's influencer collaborations.