

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. _____

Key Metrics for Success:

- (e.g., total donations, registrations, impressions, or shares)

1. _____
2. _____

3. _____

2. Identify Influencers Who Align With Your Mission

Ideal Influencer Profile:

- Cause alignment: _____
- Audience demographics: _____
- Content style or expertise: _____

Potential Influencers to Consider:

1. Name: _____ | Handle/Platform: _____
- Reason for fit: _____
2. Name: _____ | Handle/Platform: _____
- Reason for fit: _____
3. Name: _____ | Handle/Platform: _____
- Reason for fit: _____

(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: _____

Content Ideas:

1. _____
2. _____
3. _____

Proposed Timeline & Milestones:

- Campaign Start Date: _____
 - Content Draft Due: _____
 - Final Approval Date: _____
 - Publishing/Launch: _____
 - Post-Campaign Follow-Up: _____
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4. Track Engagement and Results With Analytics Tools

Platforms/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: _____
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5. Follow Up and Build Long-Term Relationships

Post-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: _____

Future Collaboration Notes:

- _____
 - _____
 - _____
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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.