GOOD INFLUENCE

Influencer Activation Agreement Memo

This influencer activation agreement memo is a supplementary resource to *Good Influence: How to Engage Influencers for Purpose and Profit* by Paul M. Katz. Use it for your post-agreement follow-up communications to ensure full alignment of expectations.

Dear _____ (REPRESENTATIVE),

Thank you again for supporting _____ (CAMPAIGN NAME). As a follow up, here is a recap of our agreement:

1. _____ (INFLUENCER) will visit _____ (LOCATION) at _____ (TIME) on _____ (DATE) to meet our program participants and group leaders, to be filmed by _____ (MEDIA COMPANY).
2. _____ (INFLUENCER) will post about their involvement with _____ (ORGANIZATION) and support for _____ (CAMPAIGN NAME) on _____ (SOCIAL MEDIA PLATFORM(S)) on _____ (DATE(S)).
3. _____ (INFLUENCER) and _____ (ORGANIZATION'S) Executive Director, _____ (EXECUTIVE DIRECTOR), will appear live on _____ (NEWS BROADCAST) at _____ (TIME) on _____ (DATE).
4. Your team will provide an approved hi-res headshot for marketing and communications use.

Let us know if this reflects your takeaways as well. In the coming days, I'll send additional details on logistics and press, as well as a full social media toolkit and key messages. In the meantime, I want to thank you and _____ (INFLUENCER), again, for your commitment to _____ (CAUSE). _____ (INFLUENCER'S) involvement will mean so much to our program team and participants. We'll share an impact report with you at the end of the campaign to illustrate just how much of a difference your support made.

If you have any questions, please don't hesitate to reach out.

All the best,

_____
(NAME)

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