GOOD INFLUENCE

Pledge Campaign Ask Letter

This pledge campaign ask letter is a supplementary resource to *Good Influence: How To Engage Influencers for Purpose and Profit* by Paul M. Katz. Use it as a template when inviting influencers to rally participation in your pledge.

Hi _____ (REPRESENTATIVE),

I'm reaching out from _____ (ORGANIZATION) to invite _____ (INFLUENCER) to help raise awareness about _____ (CAMPAIGN ISSUE, RELEVANT FACT, OR KEY MESSAGE). We know _____ (INFLUENCER) cares about _____ (ISSUE), and hope _____ (PRONOUN) chooses to amplify our pledge campaign to _____ (CAMPAIGN OBJECTIVE).

Insert 2-3 sentences or key messages about the campaign and pledge, communicating its timeliness and potential impact and referencing relevant links and materials. If your organization or campaign has received press or support from other public figures, mention those highlights here.

_____

_____

_____

Our Ask:

Help _____ (CAMPAIGN OBJECTIVE) by posting on _____ (SOCIAL MEDIA PLATFORM) on _____ (DATE) and encouraging your followers to join you in taking our pledge to _____ (DESCRIBE PLEDGE).

Please take a look at our social media toolkit for both information and inspiration: _____ (HYPERLINK). It includes draft social messages and shareable graphics as well as details on accounts to tag and relevant hashtags. We hope you find it helpful.

If you have any questions about the _____ (CAMPAIGN NAME) campaign and pledge, please let me know. Additionally, if _____ (INFLUENCER) would be interested in discussing further ways to support _____ (ORGANIZATION), I would be happy to set up a call with our Executive Director.

Many thanks,

_____
NAME

Here you may opt to include 3-4 sentences about your organization, its mission and, if applicable, non-profit status.

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