



Tip Sheet: 5 Tips for engaging Influencers

Who are Influencers?

Influencers are people and groups with the power to effect a key decision. Government officials, public servants, community institutions (like health care providers, teachers, police officers), businesses / corporations, and movements (like Black live matter, Idle no More) are all examples of influencers

Why engage influencers?

Engaging Influencers boosts credibility, amplifies your message, provides new perspectives, and increases motivation for your community action projects.

How can you engaging Influencers?

1. Define the issue the change you want to see
 - What is the issue you want to address? How does the issue affect different people? How is this issue related to human rights?
 - What's the change you want to see in your community? How will your community action project contribute to this change?
 - What evidence, reports, testimonials can you use to support your key message
2. Map the actors in your community who influence the issue and/or the change
 - Who has an influence on your issue in your community (locally and more broadly)? Who are the influencers that have the actual responsibility to make a decision about the issue? Who are opinion-leaders who can influence them? Opinion-leaders are sometimes easier to reach!
 - What's their position on the issue and why? What's their motivation to get involved? How accessible are they? (Are they easy to reach out to?)
 - Why should these individuals get involved? How do you want these people to help? What do you want them to do? Learn about influencers' roles and responsibilities in order to contact the right people about the right things.
3. Reach out to the right people with a clear ask
 - Use your networks to get an introduction to an influencer via email, a letter, or a short meeting and explain why their involvement will make a difference. Plan ahead! A few weeks is often needed to get an answer when you ask for a meeting with an influencer.
 - Remember to be clear about your "ask" (your key message, your top priorities, and how the person can help) and provide influencers with clear choices about their possible levels of involvement. For example, they can be invited to come speak to the group, they can attend an event, write a letter of support, etc...

- Use a collaborative and non-confrontational approach. Make links between your project and their work (i.e., their “action plans”), as well as highlighting common goals.

4. Follow-up!

- Keep decision makers informed about your activities throughout your project. This is important in order to develop trust and build a long-term relationship.
- Are there activities influencers are already organizing that you can be a part of? To help build relationships, spread your message, etc?

5. Be realistic and stay positive!