



I Live Here
I Give Here®

Working with Influencers

Presented by:

Robynne Parkington, I Live Here I Give Here

Elizabeth Wrona, Wrona Philanthropic Group



Nice to Meet You!



Robynne Parkington
Senior Director of Marketing

- This will be my 3rd Amplify Austin Day
- 15 years as a marketer + 10 years as a designer
- Fun Fact: My favorite food is champagne



Elizabeth Wrona
Founder & CEO

- This will be my 8th Amplify Austin Day
- 10 years as a nonprofit advocate + 8 years as a frontline fundraiser
- Fun Fact: I speak 3 languages

Workshop Agenda

- Amplify Austin Day Influencer History
- Elizabeth's Story
- Top Tips for Working with Influencers
- Ask an Influencer Panel Discussion
- Questions

Amplify Austin Day Influencer History

But First... Why Do We Work with Influencers?

- A great way to get the word out organically
 - Helps stretch our budget to better reach our 7 county region
- There is a great deal of trust between an influencer and their followers
- Can more easily help all 20 cause categories by working with a wide range of influencers
- Amplify Austin Day is all about the community
 - We work with local influencers only

Influencer History 2021 - 2023

2021

Kept it Casual

2021 and the years prior, marketing asked a few notable influencers in the area to talk about AAD but we did not track them or offer specific content.

2022

Got Organized

With the help of a consultant, we created a list of 50 local influencers to engage. Each influencer was given a unique website code so we could track their impact.

\$20,000 raised

2023

Drilled Down

To maximize effort, we focused on 10 strategic influencer partners that would each individually fundraise for an org of their choice and promote generosity year-round.

\$4,000 raised

2024

- Going back to the 2022 model
- Even more influencers across all of Central Texas, interests, and demographics
- We will not be tracking each individually but looking at impact as a collective group effort.
- Working with our PR Firm, Giant Noise

Elizabeth's Story

From Guilt to Gratitude

In 2016, I made the decision to purchase a beautiful German Shepherd from a breeder, unaware of the many others like her languishing in shelters across Texas. **A growing sense of guilt and responsibility weighed on me, prompting a pivotal choice that would change my life forever.**



Realizing the immense need to rescue neglected German Shepherds, I submitted a volunteer application to the Austin German Shepherd Rescue. The same day, a fellow board member and dedicated rescuer named Cathy reached out to me, laying out the rescue's financial struggles. She asked if I'd be willing to help raise funds to support this noble cause. Without hesitation, I said yes.

That first year, I embarked on a mission to establish the "WINGS" Fund – Welfare Intervention for Neglected German Shepherds within the Austin German Shepherd Rescue.

My journey started with a modest solo effort during Amplify Austin, guided by the invaluable toolkit provided by I Live Here I Give Here. Attending their Amplify Austin workshop proved instrumental in navigating the platform and setting up our online campaign. **While that first year yielded a humble \$3,000, it was a stepping stone to something much greater.**

Today, our campaigns have evolved to reach over 100 generous donors, attract significant donation matches, and involve influential advocates who champion our cause. **Every year, in a span of 24 hours, we raise nearly \$10,000 to support AGSDR.** It's a testament to the power of collective action and unwavering dedication.

My journey from guilt to gratitude proves that even the smallest spark of awareness can ignite a blazing fire of change. I wouldn't be who I am today if I hadn't purchased a Shepherd from a breeder and said yes to becoming a frontline fundraiser for Austin German Shepherd Rescue.

Top Tips for Working with Influencers



Tips

- Research the right fit
 - Be patient and realistic
- Give them opportunities to be authentic
- Set goals together and clearly define the expectations
- Three B's:
 - Be Bold
 - Be Brief
 - Be Gone

Ask an Influencer Panel Discussion

Meet the Panelists



Thurman and Torrence Thomas
@TheBrosFresh



Regan Velchoff
Giant Noise

Questions?



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Thank You!

robynne@ilivehereigivehere.org

elizabeth@wronaphilanthropicgroup.com

