



One Day FOR UK BBNfluencers



Sign up to be a BBNfluencer [here](#)

No social media? No problem!
BBNfluencers do not need to
have social media accounts.

On One Day for UK, members of Big Blue Nation from across the Commonwealth and around the globe will rally together for the Wildcat community! Cheer on your favorite college, program or cause and help us turn One Day into a lifetime of opportunities for future Wildcats.

SIGNING UP:

1. Sign up to become a BBNfluencer [here](#). Enter your name and email, and choose your favorite college, program or cause to support.
2. After signing up, you will receive an automated email that contains your personal BBNfluencer link, as well as shareable social media images.

WAYS TO PREP FOR ONE DAY FOR UK:

1. Reach out to family and friends via email, phone, text message or in person to let them know about One Day for UK and encourage them to get involved.
2. Share some of the social media images that you received after signing up as a BBNfluencer! These include countdown graphics, cover/profile photos and zoom backgrounds.
3. If your college, program or cause has their own social media page or special hashtags, share their content to encourage your friends to engage with them online!
4. Follow the [UK Philanthropy Facebook page](#) so you're the first to know when the Facebook Likes Challenge drops! Like the post to support your college, program or cause.

HOW TO MAKE AN IMPACT ON ONE DAY FOR UK:

1. Share your One Day for UK BBNfluencer link via social media, email and/or text with your family and friends. When your friends give by using your link, those gifts will be tallied on your leaderboard!
2. Promote One Day for UK by posting on social media. Be sure to include your BBNfluencer link on your posts to see how many clicks you generate.
3. If possible, make a gift to the area you are most passionate about at UK and share with your friends. Join in giving challenges that give you the opportunity to win extra money for your favorite college, program or cause!

