

Protect Our Breasts

Influencer Program

By Cat, Cara, Erin, Aoife



protect
 breasts
from exposure to everyday toxins



Brand research and overview

Mission: to share the conversation about chemicals in everyday products found on the grocery shelves that contribute to breast cancer; empowering women to make safer choices to protect their breasts during the most vulnerable periods of their lives. Strive to ensure the research and information gathered is accessible to all different people.

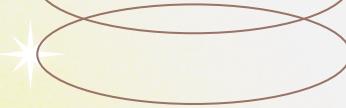
- ❖ They have over 100 brand partners
- ❖ Student run organization and non profit

Goals

- ★ Start conversations
- ★ Empower youth
- ★ Educate women and men
- ★ Present safe alternatives to everyday toxins
- ★ Make the science digestible for viewers

Messaging

- ★ Choose organic products
- ★ Prevention, not treatment
- ★ Informed decision making



Target Market/ Insights

The organization has three current markets of focus:

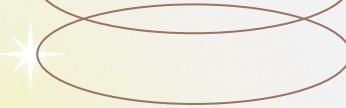
- ★ Young women - breast cancer and TDS which is set up during pregnancy
- ★ Young men - TDS and sperm count drop - fertility issues
- ★ Moms - NEW protect your children

College & HS aged women (and men), run by college women and men

-We want influencers who match with our brand identity and can create authentic content that resonates with their online community

Platform Market Research:

- Tiktok is pushing long form content, over 1 minute
- Instagram is pushing reels
- Both Instagram and tiktok prioritize face to face content, somewhat like facetime



Market Research and Insights

Facts:

- ★ Every year in the US, about 240,000 cases of breast cancer are diagnosed in women and about 2,100 in men
- ★ Roughly 1/2 of all breast cancers occur in women with no specific risk factors

Current News:

- ★ New imaging tests to detect breast cancer and tests to personalize treatment

Trends in breast cancer awareness community:

- ★ Focus on organic, unprocessed, whole foods
- ★ Clean ingredients in beauty and cosmetics
- ★ New emphasis on non toxic cleaning products



Campaign Theme/Mood

empowered
women,
empower
women.



I am healthy -
mind, body, and
soul



BE
THE
ENERGY
YOU
WANT
TO
ATTRACT



INFLUENCERS

Edcoll95



@edcoll95

1,109 Following 4,398 Followers 23.2K Likes

Follow Message

Insta: Edcoll95
Post Cancer Life;
Full time Sailor!

Showcase



Leila Esmaeili, PA-C



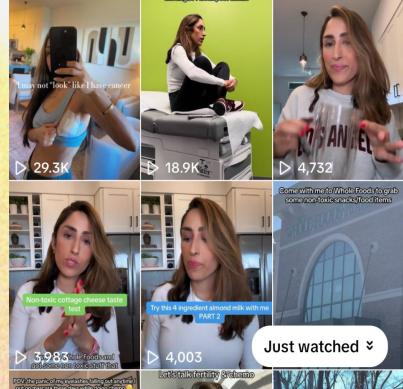
@leila.esmaeili.pa

5 Following 6,447 Followers 57.4K Likes

Follow Message

Dermatology PA
Breast Cancer Thriver

Instagram



Katelyn Armstrong



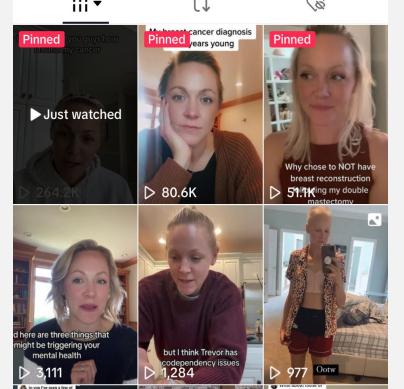
@k8armstr0ng1

176 Following 11.3K Followers 99.5K Likes

Follow Message

Breast cancer survivor
Therapist (click link to work w/ me)
Healthy living
Flat

<https://stan.store/K8armstr0ng>



ash | low tox • survivor • mama



@healthyhappyash

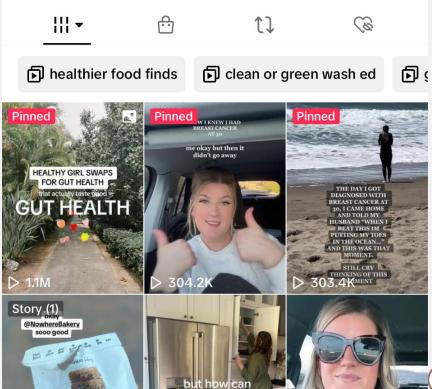
438 Following 28.4K Followers 636.3K Likes

Follow Message

BC survivor 💕
low tox swaps & romanticizing it 💐
ashbashmama@gmail.com
swaps 🌸

<https://beacons.ai/healthyhappyash/>

Showcase Instagram



INFLUENCERS

Ashley | low-toxic living



@simplysundaywithashley

519 Following 37.7K Followers 1M Likes

Follow Message

low-tox swaps & recipes
Ingredients to avoid guide & fave non-toxic products

↪ https://linktr.ee/simply.sundayy?utm_source=li...

Showcase Instagram

Spring Sales Ditch & switch Deinfluencing

Pinned Ingredients

Some of my favorite clean beauty brands for low-toxic living

100% of sales at @jerseymikes goes to a charity today!

Things in my low-tox home

100% OF SALES DONATED TO CANCER

kasha | non-toxic living



@kasha_home

498 Following 66.4K Followers 1M Likes

Follow Message

non-toxic & all-natural living 🌿 for protecting you and your family's health 🌿

↪ <https://kashahome.com/pages/links>

Showcase

Np.Miranda



@np.miranda

265 Following 298.7K Followers 10.6M Likes

Follow Message

aesthetic nurse practitioner 🌼 @ HEBE Skin Health in Laguna Beach

↪ <https://linktr.ee/np.miranda>

Showcase Instagram

Holistic Mom 🐝



@anabee_martinez

204 Following 337.1K Followers 1.3M Likes

Follow Message

Here to raise yr vibration✨
A happy holistic mom 🐝
You are 🌟 and ❤️

Instagram

Pinned ONE MINUTE HEALING BREAD

d Pinned DETOX Treat, Soothe, Feel Good circulation

Pinned Chest Cough Both Powerful & Gentle

Pinned DETOX

848.4K 3.9M 2.4M

Pelvic floor Abdominal muscles Back pain

before and after of sculpa injections

Instant facelift cu sha

can't clean your

602 909 2,376

Influencer Metrics:



@edcoll95

Followers: 4,398
Total likes: 23.2k
Engagement: N/A
Partnered with Macmillan Cancer Support org



@leila.esmaeili.pa

Followers: 6,447
Total likes: 57.4k
Engagement: N/A
No previous partnerships



@k8armstr0ng1

Followers: 11.3k
Total likes: 95.5k
Engagement: N/A
Has worked with Arbonne gut health drink



@healthyhappyash

Followers: 28.4k
Total likes: 636.3k
Engagement: 4.72%
Worked with Skout organic, clean beauty brands



@simplysundaywithashley

Followers: 37.7k
Total likes: 1M
Engagement: 3.62%
Worked with non toxic company Attitude, Osea clean beauty



@kasha_home

Followers: 66.4k
Total likes: 1M
Engagement: 4.03%
Worked with Attitude, clean beauty and cleaning products



@np.miranda

Followers: 298.7k
Total likes: 10.6M
Engagement: 3.02%
Has worked with gut health brands



@anabee_martinez

Followers: 337.lk
Total likes: 1.3M
Engagement: 3.82%
No previous partnerships

Influencer Brief

Message & Campaign Goal

Message: Avoid chemicals and products to prevent breast cancer (and or testicular cancer)

Goals: Increase awareness, promote Protect our Breasts socials and website

How: Series of unboxing videos for non toxic alternatives to everyday needs

Dos:

- ★ Disclosure must be verbal, can also be written
- ★ Disclose at top of description before “more” button: #brand_partnership_with_POB
- ★ Be explicit about how you became aware of brand
- ★ Share specific and personal experiences with brand (“I think”, “I felt”)
- ★ “One in eight women will be diagnosed with breast cancer in their lifetime” - for example

Objectives and KPIs

- ★ engagement rates
- ★ post impressions
- ★ brand mentions
- ★ hashtags

Don'ts

- ★ Avoid vague terms such as #Ambassador or #Sponsored without mentioning POB
- ★ Bury the disclosure with a lot of other hashtags
- ★ Put disclosure at the end of video/description
- ★ Not putting disclosure in the video itself
- ★ No pink or pink ribbon

Contract

Influencer Agreement Contract - Protect our Breasts

This Influencer Agreement ("Agreement") is made and entered into as of 3/28/2024 by and between:

Protect Our Breasts ("Company"), a non-profit organization, focused on breast cancer and testicular cancer prevention, and [Influencer Name] ("Influencer") WHEREAS, Protect Our Breasts is a non-profit organization dedicated to empowering young people with the knowledge and resources to make informed choices about their health and reduce their exposure to harmful chemicals; and WHEREAS, Influencer is a social media influencer with a large and engaged following who aligns with Protect Our Breasts' mission and values; and WHEREAS, Protect Our Breasts desires to engage Influencer to create engaging and informative content that promotes its mission and educational content;

NOW, THEREFORE, in consideration of the foregoing premises and the mutual covenants contained herein, the parties agree as follows:

1. Campaign Details

The parties agree to collaborate on an influencer marketing campaign aimed at raising awareness about the importance of avoiding harmful chemicals in everyday products to prevent breast cancer and testicular cancer.

2. Campaign Duration

The Campaign shall commence on 4/1 and shall end on 8/1

3. Influencer Services

3.1. **Content Creation & Posting:** Influencer agrees to create and share [number of posts] organic posts on Instagram, Facebook, and Twitter during the campaign period.

3.2. **Content Format:** Posts should include images, videos, or graphics that align with Protect Our Breasts' brand tone: optimistic, passionate, reliable, candid, authentic, conversational, and fun.

3.3. **Message Conveyance:** The Influencer shall convey the message of choosing organic products to prevent breast cancer, testicular issues, and promote overall health. This should include personal experiences and the benefits of making such choices.

4. Content Ownership

All content created by the Influencer for the Campaign, including but not limited to social media posts, videos, and images, shall be owned by Protect Our Breasts. The Company shall have the right to use, edit, and distribute the content for promotional purposes.

5. Specific Campaign Deliverables

Influencer agrees to include the following key messages and talking points in the sponsored content:

- Importance of choosing organic products
- Avoidance of harmful chemicals in personal care and household items
- The link between chemical exposure and breast cancer/testicular cancer
- Encouragement to join the Protect Our Breasts community for support and information

6. Exclusivity

During the Campaign period, Influencer agrees not to promote or endorse products or brands that directly compete with Protect Our Breasts in the market.

7. FTC Disclosure

- The Influencer agrees to comply with FTC guidelines and include the hashtag "#ad" or "#sponsored" in all sponsored posts.
- Sponsored posts must prominently feature the disclosure at the beginning of the caption or description.

8. Payment and Incentives

- As this is a non-profit organization, Influencer agrees to participate in the campaign on a voluntary basis.

- No monetary compensation will be provided to the Influencer.

9. Approval Rights

- Protect Our Breasts reserves the right to review and approve all sponsored content before it is published or shared. Influencer shall provide drafts of content for approval at least [Number] days prior to the scheduled posting date.

10. Authenticity of Followers

- Influencer represents and warrants that all followers and engagement on their social media channels are authentic. Protect Our Breasts reserves the right to audit and verify the authenticity of followers.

11. Termination

- Either party may terminate this Agreement with written notice if the other party breaches any terms herein. Upon termination, all obligations and rights under this Agreement shall cease.

12. Takedown Rights

- Protect Our Breasts shall have the right to request the removal or modification of any sponsored content that does not align with the brand's messaging or guidelines. Influencer agrees to comply with such requests promptly.
- Influencers shall not include any pink or ribbon-related imagery in the content.

13. Representations and Warranties

Influencer represents and warrants that:

- They have the full right and authority to enter into this Agreement.
- The sponsored content will not infringe upon the rights of any third party.
- They will comply with all applicable laws and regulations.

14. Indemnification

Influencer agrees to indemnify and hold harmless Protect Our Breasts from any claims, damages, or liabilities arising out of or related to the Campaign or sponsored content.

15. Data Privacy

15.1. Both parties agree to comply with all applicable data protection laws and regulations.

15.2. Any personal data collected or processed during the performance of this Contract shall be handled in accordance with the Company's privacy policy.

16. Entire Agreement

This Agreement constitutes the entire understanding between the parties concerning the subject matter herein and supersedes all prior agreements and understandings.

In witness whereof, the parties hereto have executed this Agreement as of the Effective Date first above written.

Protect Our Breasts: [Signature] [Date]

Influencer:

[Signature] [Date]

Policy



Protect Our Breasts Brand Policy Statement:

At Protect Our Breasts, we are committed to promoting truthfulness, accuracy, and transparency in all our brand partnerships. Our influencers play a crucial role in conveying our message authentically and responsibly. To ensure consistency and compliance, we have established the following guidelines:

- **Truthful, Accurate, and Not Misleading Disclosures:**
 - Influencers must provide truthful, accurate, and non-misleading evidence when endorsing our products or services.
 - Any financial relationship with our brand must be clearly disclosed and superimposed, preferably in the first line of the post.
- **Influencer Agreement Checklist:**
 - Influencers are required to adhere to our influencer agreement checklist, which includes guidelines for disclosure, content creation, and brand representation.
- **Disclosure Requirements:**
 - Disclosures must be placed at the top of the post and include appropriate hashtags such as #brand_partner, #ad, #advertisement, #paid, or #sponsored.
 - It is recommended to explicitly disclose the relationship with our brand, stating that the influencer is a paid partner and/or received a free product.
- **Avoid False Claims:**
 - Influencers must not endorse products or services they have not tried.
 - False claims or inaccurate information about our products or services are strictly prohibited. All reviews and endorsements must be honest and authentic.
 - “One in eight women will be diagnosed with breast cancer in their lifetime” - you can use this claim because it is a fact and here is the reference:<https://www.cancer.gov/types/breast/risk-fact-sheet#:~:text=This%20estimate%20means%20that%2C%20if,or%20about%207%20in%208>.
- **First Person Perspective:**
 - Influencers should share their personal experiences with our brand or product using the first-person perspective to convey authenticity and sincerity.
- **Use of pink ribbons:**
 - Influencers must refrain from the overuse of the color pink and pink ribbon to protect the integrity of Protect Our Breasts.

By adhering to these guidelines, our influencers help maintain the integrity of our brand and ensure that our message is communicated effectively to our audience. We appreciate the dedication and commitment of our influencers in promoting Protect Our Breasts responsibly and ethically.

Compliance training + Expectations



As part of our commitment to transparency and compliance, Protect Our Breasts will provide comprehensive training to our influencers. The training will focus on ensuring that all influencers understand and adhere to FTC guidelines regarding endorsement disclosures.

- **Educating Our Influencers: Webinar on Nonprofit Mission & FTC Guidelines:**
 - We will host a detailed webinar to educate influencers on Protect Our Breasts' mission and the significance of FTC compliance.
 - This session will equip influencers with the knowledge they need to effectively communicate our message while staying compliant
 - We'll also have a Q&A session at the end for any questions on our mission, FTC guidelines, and content creation.
- **Benefits of Compliance Training:**
 - Ensures that all influencers are well-informed about our mission and values.
 - Mitigates legal risks and ensures compliance with FTC regulations.
 - Builds a stronger partnership based on trust, transparency, and shared goals.