Whoever calls to guidance shall receive a reward similar to the rewards obtained by those who followed him without diminishing anything from their rewards

Abu Hurayrah (may Allah be pleased with him) reported that the Messenger of Allah (may Allah's peace and blessings be upon him) said: "Whoever calls to guidance shall receive a reward similar to the rewards obtained by those who followed him without diminishing anything from their rewards. And whoever calls to misguidance shall incur a sin similar to the sins incurred by those who followed him without diminishing anything from their sins."

[Authentic] [Narrated by Muslim]

The Prophet (may Allah's peace and blessings be upon him) clarified that whoever guides people, leads them, and urges them, with words or deeds, to adopt a path of truth and goodness will attain a reward similar to that attained by those who followed him without diminishing the followers' reward in any way. On the other hand, whoever guides and leads people, with words or deeds, to a path of falsehood and evil that involves sin, misdeed, or something prohibited will incur guilt and sin similar to those incurred by the ones who followed him without diminishing their sins in any way.

http://www.sunnah.global/hadeeth/en/show/3373