



## PARTICIPANT RESOURCE PACK



This guide is a resource as you undertake the *Live Below the Line* challenge. It contains all the information that you'll need to maximize your fundraising efforts for *Live Below The Line* and help engage your friends, family and community in the fight against extreme poverty.

*Live Below the Line* is ready to help! We're always available to answer any of your questions at [LBLUS@globalpovertyproject.com](mailto:LBLUS@globalpovertyproject.com)

---

## TABLE OF CONTENTS

---

1	<i>Welcome to Live Below the Line</i>	PAGE	3
2	<i>How do I get started?</i>	PAGE	4
3	<i>How does Live Below the Line work?</i>	PAGE	4
4	<i>Getting Ready: Food Tips</i>	PAGE	5
5	<i>Fundraising 101</i>	PAGE	6
6	<i>Fundraising in Your Community</i>	PAGE	9
7	<i>Fundraising at Work</i>	PAGE	10
8	<i>Sample Outreach Email</i>	PAGE	8
9	<i>Sample Outreach Email Signature</i>	PAGE	8
10	<i>Local Media Guide</i>	PAGE	12
11	<i>Sample Local Press Release</i>	PAGE	14
12	<i>Social Media Campaigning</i>	PAGE	15
13	<i>Where Does the Money Go?</i>	PAGE	17



Please click on Title to  
jump to page (open with  
Adobe pdf Reader)

---

## WELCOME TO LIVE BELOW THE LINE

**Congratulations on joining Live Below the Line from April 29-May 3!**

You are coming together with thousands of other dedicated people across America and internationally who are putting their convictions on the line (or rather, below the line) to help us raise awareness of one of the biggest issues in the world today: extreme poverty in the world's poorest countries.

### **DID YOU KNOW THAT 1.4 BILLION PEOPLE LIVE IN EXTREME POVERTY AROUND THE WORLD?**

That is the U.S. equivalent of \$1.50 a day to buy everything. People who live in extreme poverty live off \$1.50 a day for their food, drinking water, shelter, education, medical needs.... everything!

**So, if you had to survive on \$1.50 a day — how would you spend it?**

This is a question that will be asked this Spring to thousands of people across America. *Live Below the Line* challenges individuals, groups and communities across the U.S. to eat and drink on just \$1.50 a day for five days.

*Live Below the Line* is an awareness and fundraising campaign run by the Global Poverty Project that's taking off around the world—demonstrating that people are looking for a real way to engage with the issue of extreme poverty through something we all do: eat and drink.

Quite simply, it helps Americans better understand the daily challenges faced by those trapped in the cycle of extreme poverty and builds a movement of passionate people willing and able to make a meaningful difference for those who need it most.

---

## your involvement makes the difference

**Thank you for joining us!** Your involvement is vital. In 2012, over 14,000 people took the challenge around the world, raising over \$3,000,000, reaching friends, family and communities. With your help, *Live Below the Line* will continue to grow this year.

Not only is Live Below the Line an opportunity for you to be involved with this life-changing experience, it's also a great way for your whole community to create change for those who need it most!

By signing up for *Live Below the Line* you raise awareness and crucial funds for initiatives fighting extreme poverty around the world and be a person willing to take the lead when it comes to issues of social equality.

This year we want the *Live Below the Line* campaign to be bigger than ever! The more awareness we raise and the more money we fundraise means the closer we get to beating extreme poverty. It really is that simple.



**THANKS FOR JOINING LIVE BELOW THE LINE!**

**—THE LBL TEAM**

## how do I get started?

**The first step is to go online now to sign up to the challenge and create your personal fundraising page.**

- 1 **Go to the Live Below the Line website:**  
[www.livebelowtheline.com/us](http://www.livebelowtheline.com/us)
- 2 **Take just a few minutes to quickly register** for the campaign by picking a charity to fundraise for, setting up your own personal fundraising page and signing up for helpful challenge tips and tools.
- 3 **Enter some basic information about yourself,** why you're taking the challenge and upload a photo so your supporters can see you!



**Each participant that signs up gets his or her own personal fundraising page!** You can use this page to promote your journey through the challenge and your charity of choice.



**Remember, the more people involved,** the more fun you'll have, the more money we'll raise, and the more difference you'll make, so sign up now!



**Live Below the Line will send you tips and tools** throughout your campaign journey, ensuring that you have the information and encouragement you'll need to complete the challenge.



**Start a team!** The most effective way to do the challenge is to ask friends, family or co-workers to join you on a team! Don't be afraid to reach out and engage others—they might just say yes! As a team, you can encourage each other, share a life-changing experience and work together to meet fundraising goals!

## so exactly how does the challenge work?

**So you want to Live Below the Line, but you're not sure what you're getting yourself into. Here are the basics:**

**FROM APRIL 29TH – MAY 3RD, YOU CAN SPEND NO MORE THAN \$1.50 A DAY ON FOOD AND DRINK.**



**This means you have a total of \$7.50 with which** to buy all ingredients for your meals.



**The full cost of all the items you consume** must be included in your budget. This means budgeting for whole packages of food such as rice, pasta, noodles and eggs etc.



**For items such as salt, pepper, herbs and spices,** simply work out the cost of each item per ounce and budget your shopping proportionally. Separate your items before the challenge so there's no need to be digging around in your pantry.



**One of the most effective ways to do the challenge is to share the cost of ingredients among a team,** as long as no participant spends more than \$1.50 a day or their total \$7.50 challenge budget. Working as a team will allow you to pool together funds and do more with your cooking.



**You can't grab a snack from the pantry** unless you include the cost of buying the item new in your budget.



**You can use food sourced from your garden as** long as you can account for the price of production!



**No combination of meals on any given day** can exceed the \$1.50 spending limit. Remember this is a challenge to eat creatively—don't at any point deprive yourself of three meals a day.



**You cannot accept "donated" food from family** or friends, but monetary donations towards your fundraising goals are acceptable and encouraged!



**You are allowed to drink tap water**—remember you should try and drink at least 6-8 glasses of water each day.

**Cooking for Live Below the Line can seem extremely challenging at first and most participants have questions regarding the feasibility of cooking meals for \$1.50 a day. Is it possible to make beans and rice appealing? Do pasta and canola oil mix well? How much money should be subtracted for spices like salt, pepper and garlic powder? Here are some tips to reaching LBL culinary success.**



**The best meals are starches with mixed veggies in order to keep energy and nutrient levels high throughout the week.** To ensure you'll have spices to flavor your meals, set aside one-fifth of a container of salt, pepper, and garlic powder. To determine pricing for your budget, divide the price by five. For example, if you bought a container of salt that was \$5.00, you would subtract \$1.00 from your budget. For those that enjoy spicy food, also measure a portion of hot sauce to add to rice and bean dishes.



**Remember, the best way to do Live Below the Line is as a group.** That way, \$7.50 can become \$37.50, making it feasible to purchase splurges like butter, cheese, a box of tea bags or a protein, like peanut butter. It's always more enjoyable to cook as a group and compare successful recipes!

**Breakfast** is an especially important meal as it sets the tone for the morning and keeps grumpiness to a minimum. In some stores, a carton of twelve eggs is \$1.50-\$2.00, which you can scramble, boil or add to pasta for an extra burst of protein. At 79 cents apiece, onions are also a great addition to a breakfast omelet, salted and caramelized in canola oil. If you are able to splurge for a few potatoes, boil and cube them and add in eggs and onions to make a Spanish style frittata.

**Lunch and dinner**, due to the price constraints of the challenge, tend to be the same meal. That meal is usually pasta or beans and rice. The best way to keep gastronomic boredom to a minimum is to cook these relatively bland foods with differing methods. Try frying your rice in canola oil for a crispier texture or making fried rice patties.

## A TEAM FAVORITE

### **Pasta with Shredded Onions, Carrots and Garlic**

**Enjoy this dish, which is a team favorite!**

1 package of bow-tie pasta  
1 tablespoon salt  
3 carrots  
1 tablespoon pepper  
1 onion  
1 tablespoon garlic powder  
1 cup canola oil



Peel the onion and finely chop. Peel the carrots and chop into half-inch long sections. Separate half a cup of canola oil and heat over high flame. Put onions into the oiled pan. After a minute, add chopped carrots. Let cook in covered pan until carrots are soft. Add salt and pepper to taste.

Cook pasta until al dente. Once pasta is cooked, add the other half cup of canola oil until pasta is coated. Add carrot and onion mix. Add garlic powder to taste.

**While living below the line, you can do a lot to raise awareness and sponsorship for your campaign and chosen charity. From tips to providing templates of emails and letters, we hope to guide you to make the most of you Live Below the Line experience.**

**NOT SURE HOW BEST TO GO ABOUT RAISING MONEY FOR YOUR CHOSEN CHARITY? HERE ARE SOME QUICK BASIC TIPS TO HELP YOU GET STARTED!**



---

fundraising 101 —  
the basics

---



**Start early**

The longer you spend fundraising the more money you'll raise—it's that simple. Starting earlier allows you to approach people before they choose to sponsor others, and also gives you enough time to follow up with people who are busy and have promised to donate at a more convenient time.



**Set an example and donate to yourself**

Put your money where your mouth is! This will not only kick-start your own fundraising efforts but will convince others to add their support as well. Perhaps consider donating the money that you would have otherwise spent on food during the challenge week (minus \$7.50 of course!)



**Start by asking people you know!**

Send an email to your family and close friends when you first decide to take on the challenge. They'll be the most generous, and will probably want to support your efforts! They will also help you spread the word about the LBL challenge, encouraging others to donate to your cause as well.



**Ask everyone**

People are often willing to donate to personal challenges when they know that the money is going to a good cause. So, search out all your contacts and get in touch with those friends you've been meaning to catch up with all year. Keep the message short and simple and don't overload people with too much information straight away. You could even catch up over a \$1.50 dinner during the challenge!



**Use Social Media!**

We all use Facebook, Twitter, email, blogs and a whole lot more for instant communication so use this to your advantage! Not only will this help you raise the profile for your efforts and the Live Below The Line campaign but it will also keep people engaged—everyone reads updates so make them interesting!

**See our Social Media Tips below for a more detailed explanation of how to use applications such as Twitter and Facebook more effectively.**



***The challenge is over—keep fundraising!***

Make sure you follow people up after the event—let them know about your experiences during the week, and explain why you’re so passionate about supporting this cause. Let people know that they can still donate to your cause (both online and offline) and chase up those stragglers!



***A gentle reminder never hurts***

Sometimes people forget they promised to support you, or want to make sure you’re going to go through with the challenge, so the weekend before the challenge send out a round of reminder emails to the friends. Don’t feel embarrassed about asking again. Champion those who do donate on Facebook or Twitter, this will only further publicize both LBL and your fundraising efforts as well as expressing your thanks to those who’ve already added their support.



***This challenge is about you! Make it personal***

Genuine passion is infectious and inspiring. Make sure people know why you’re passionate about *Live Below the Line* and the organization for which you’re fundraising. Include personal information on your profile, and keep people up to date with your progress. Never ever underestimate the importance of a conversation!



***Involve your workplace***

If you’re taking on the challenge in your workplace, make sure those around you know about it (so they can join in, or give you the support you need!). We also suggest you investigate whether your workplace will match your donations, or let you put up a poster in the kitchen encouraging people to join your team, or donate to you. We have some great tips for you!



***Teamwork pays off***

Participating in a team is a great way to do the challenge: you can share the cooking, and buy a few more bulk purchase items like salt, sugar and eggs. Let’s face it, we all like a small amount of competition too, so get trash talking and let the best team win!



***Remember to say Thank You!***

When you receive a donation, make sure you send a genuine personalized message thanking your supporter for their generosity. They are helping bring about real change after all. It’s not only the right thing to do, it will also encourage them to support future campaigns.



***Make it fun and enjoy the challenge!***

Asking people for money isn’t easy if you haven’t got much to back it up. The more you do to make LBL fun and accessible for others the better your fundraising returns will be.

***WHAT ELSE CAN YOU DO? THE FUNDRAISING DOESN’T STOP WITH YOU—MAKE SURE YOU HELP TO PUBLICIZE LIVE BELOW THE LINE AS MUCH AS POSSIBLE THROUGHOUT THE CAMPAIGN — THIS WILL HELP YOU AND A LOT OF OTHERS TO REACH THEIR GOALS.***

## basic campaign message

**Here is a basic campaign message you can use to engage friends and family, or customize to approach your employer or coworkers:**

Don't be afraid to reach out to as many people as possible with a short, informative and friendly email—even if they don't sponsor you, they can become more engaged in the fight about global poverty just by knowing about your personal commitment! Who knows, watching you go through the challenge may even put them over the line too—and into donating to you!

From: YOU! <your name here>

Dear [Friend / Family / Business owner],

This Spring, I will be taking part in a global poverty awareness campaign called *Live Below The Line* to raise money for [Fundraising cause], and I would like to ask for [your / Business Name]'s support.

The *Live Below the Line* campaign invites individuals, groups and communities across the United States, Australia and the United Kingdom to eat on just \$1.50 a day, the U.S. equivalent of the extreme poverty line. 1.4 billion people around the world currently live below this line—lacking the basic choices and opportunities that most of us take for granted.

From April 29th - May 3rd, I will eat on just \$1.50 a day to raise awareness of the challenges faced by these 1.4 billion people, and to support the work of [Organization you are sponsoring]. I would love your support!

[Information about the Project you are fundraising for]

I would really appreciate your support. Please contact me if you would be willing to be involved.

[Your name]  
[Your address / email / phone number]

**EMAIL SIGNATURE FOR *Live Below The Line***

### **Template Email signature**

How many emails do you send every day? Probably more than you'd ever want to count. You can adapt your email signature so it publicizes your campaign. You can even add a hyperlink to your fundraising page by highlighting the text and right clicking. Select "hyperlink" and then copy & paste the URL of your own fundraising page into the field.

[Your name]  
[Your title]  
[Address / Email / Phone]

#### **What's \$1.50 got to do with ending poverty?**

This Spring I will be taking the challenge and Live Below The Line in support of [your nominated charity]

Join thousands of people living on just \$1.50 day for five days.

#### ***Fight extreme poverty. Transform lives.***

[www.livebelowtheline.org/us](http://www.livebelowtheline.org/us)



**Live Below The Line is all about exposing others to the challenges of extreme poverty, so the most important thing you can do is to get other people to Live Below the Line with you and there's no better place to start than within your own community.**

Community engagement is not only a great way to bring people together and help raise awareness, it's a fantastic way to raise lots of funds for the charity you chose to support!

## WHY NOT HOST INFORMATION OR COMMUNITY EVENTS IN THE LEAD UP TO THE 2013 CAMPAIGN.

You could speak out at a public event in support of *Live Below The Line* and your nominated charity and sign up as many people as possible!

**To hold a community event or info sessions, you need to do a few things:**



**Decide what you'd like to include in the event.**

If you'd like to provide some information about *Live Below the Line*, you can download information and video clips from our website and present it yourself (we recommend this if you'll be approaching more than 25 people).



**Find a venue.**

It can be a classroom, a function room, a place of worship or even your house—it just needs to fit your audience.



**Advertise your event.**

If you're a member of a club or society, get some info in the newsletter!



**Get a story in your local paper**

or community newsletter about your challenge, and asking people to donate. Find out more below in our [Media Outreach Tips](#).



**Sign people up!**

Make sure you have a sign up station at the event. Set up your laptop at a table so that people can go to the website and sign up to *Live Below the Line* at the end of your session. Let people know if they can't get complete the challenge themselves, they can also show support by giving a donation to you and/or your team.



**When was the last time you spoke to the person at the desk opposite you about something other than work or what you did last weekend?**

Your workplace is a great opportunity to promote *Live Below The Line* and encourage more people to get involved in the challenge or to donate to you. Everybody likes a distraction from the daily routine and fundraising for *Live Below The Line* can bring a whole new dynamic to all working environments.

Don't be afraid to ask your boss either! Many organizations like to support charitable events but they are often difficult to set up and can appear exclusive to some. Fed up with being asked to run a marathon? *Live Below The Line* gives you the scope to do so much more.

**SO WHY NOT PROMOTE LIVE BELOW THE LINE AT WORK AND GET OTHERS EXCITED ABOUT IT TOO?**

Here are a few simple fundraising ideas to get you thinking...



#### **Ask Everyone**

Start with the basics—you need people to know what you're doing before they'll sponsor you so why not download our flyers and post the around the office. If you have access to computers then forward on our basic campaign message to your colleagues and don't forget to use our LBL email signature.



#### **Office Cook-Off**

We're sure you're bored of munching through those same old office snacks every day right? I bet you're also fed up of getting the same old sandwich from the same shop for lunch everyday? So do something about it and bring *Live Below The Line* into your workplace.

For a start you could help to organize an office "cook-off" so that everyone at work can get behind *Live Below The Line* and add their support.

Perhaps compete in teams to produce the best possible food within the \$1.50 per person budget? By working as a team you'll be surprised how easy it is to feed 15 people for just \$22.50!



#### **Pay What You Think**

Why not organize a day in which everybody prepares food at home and then serve it for lunch the next day, simply asking people to pay/donate for what they feel the food deserves? This could be a great way to maintain momentum during the week of the challenge—perhaps work in teams each day with the highest performing team winning work based favors from their colleagues.



#### **Fancy Dress Day**

Not all events have to involve food and budgeting constraints – most companies are familiar with the concept of "dress down Friday" so why not ask people in your workplace to "dress-up" for *Live Below The Line*? You could have competitions for best/worst dressed and even combine it with an end of week event to celebrate completion of the challenge!



### **Ask Your Employer for Sponsorship!**

Adapt this template letter and hand it in to your employer in order to maximize your fundraising! Why not ask them to match your own target? You may even inspire them to take up the challenge themselves or promote it for you in the workplace.



### **Work Template Sponsorship Letter**

We know that approaching your boss or co-workers can be nerve-wracking, especially if you're not sure what to say! Thankfully, you can easily customize the outreach letter template we provided for you above.

Make the letter personal by including information about the charity you will be living below the line for and why you chose that charity. You may even inspire them to take up the challenge themselves or promote it for you in the workplace.



### **How to run Your Own Live Below The Line Fundraising Event**

Fed up of asking people to visit your webpage? Why not run a *Live Below The Line* Fundraising event and add some real zest to your fundraising campaigns. A well-run event will not only raise a lot of money and provide good publicity for your campaign but will be an enjoyable inclusive experience that reaches out to lots of people. Why not pool resources with other people who are taking the challenge and organize a fun and truly memorable occasion.



### **Some of our suggestions for possible events:**

- 1 **A Live Below the Line dinner party**, where you cater for all the guests with your daily dinner budget. This can work well for teams who want to share their LBL experience, or even with your friends who aren't taking part.
- 2 **Perhaps hold a series of \$1.50 per person dinner parties** in the style of "Dine In" campaigns to see who can be the most innovative with their budget.
- 3 **Organize one day at your workplace/church/school/university** where you sell meals of the size you are eating during the week—be creative and stick within the \$1.50 per person budget.
- 4 **Organize a "Top Chef" style cook-off** between your team members, and have a buffet with a twist.
- 5 **Host a Live Below The Line presentation** for those taking part in the challenge, so they can learn more about the issues, and find out what they can do to end extreme poverty within a generation. You could also include updates from your own Live Below The Line experiences.
- 6 **Get a story in your local paper** or community newsletter about your challenge, and asking people to donate. **For more information on how to do this see our Local Media Guide.**





**Here are some great tips to help you generate awareness of Live Below the Line in your local community. We've outlined the ways in which you can use traditional and social media to raise awareness of the campaign, and stimulate some good discussion about extreme poverty.**



## get interviewed for a local news story

**THE BEST WAY TO GET A QUICK WIN IN THE MEDIA IS TO APPROACH YOUR LOCAL NEWSPAPERS, MAGAZINES AND RADIO STATIONS.**

**Often it's good enough to give them a call, tell them who you are and that you live in the area, and then offer to come in for an interview.**

If you don't already know it, look up your local media outlets. Try to find the local news desk email address and phone number under the "contact us" section. If there's no news desk contact, call the main number and ask to speak to a reporter to whom you can email the release. Keep in mind that large cities have several local papers, but they won't all cover the right area for your event. Call them up and ask to speak to the reporter who covers your area, and email that person your release.

**If the journalist hasn't heard about Live Below the Line, outline the campaign briefly. We suggest you say the following:**

"I'm taking part in a major global poverty campaign from April 29th – May 3rd called *Live Below the Line*. This is an awareness and fundraising campaign designed to help understand the challenges faced by those currently living in extreme poverty.

For 5 days I will be eating and drinking on just \$1.50 a day—the amount that people living in extreme poverty currently meet all their needs with. I was hoping to speak to one of your journalists about what I'll be giving up and how people in our community can get involved."

Local media love high achievers—particularly if you come from a regional area—so if you can think of an angle that shows you are taking leadership, be sure to mention it.

Local media also love community projects—so if there are other people in your area doing Live Below the Line—or you're running a local team—make sure you mention them to the journalist. Try and arrange a photo of the whole group!

**Our suggestions of local media to approach are:**

- ① **Your community paper**
- ② **Community radio stations, such as your university radio station**
- ③ **Online magazines or blogs**
- ④ **Club or community newsletters**



**You can also attract media coverage by emailing a journalist from your local paper a media release.**

This is a 1-pager about your participation in *Live Below the Line*, explaining a little bit about yourself and containing some dynamic quotes. A template media release can be found on the next page (just insert your contact information and details into the highlighted areas and it will be ready to go!)

**A PRESS RELEASE NEEDS TO BE PUNCHY, CLEAR AND ACCURATE. USE EMOTIVE QUOTES TO GENERATE THE 'HUMAN INTEREST' SIDE OF YOUR CAMPAIGN AND USE PHOTOS.**

**If you'd like to write your own media release, here are some tips to make it stand out:**

- 1 **Write in the active tense**
- 2 **Provide information about why it's special for you to be involved/organizing a team (a personal story always sells well)**
- 3 **Keep it to a page in length**
- 4 **Keep your sentences short and clear**
- 5 **Make up some good quotes—use emotive words and descriptive writing**

**Above all, keep trying!** If your first media release doesn't get a hit, follow it up with phone calls, and keep sending it to new people.

The contact details for your local newspaper will be in the paper itself or easily found online.

Call them up and ask to speak to the reporter who covers your area. Be ready to explain the challenge to them.

Ask a friend or family member to listen to your initial "pitch".

### Local Puts Convictions on the Line

[Location], State, [date]

[FULL NAME] is not content with simply signing a petition when it comes to global poverty. In fact, the [CITY] resident is putting his/her convictions on the line and spending just \$1.50 each day for a week on food.

From April 29th - May 3rd, [NAME] will be joined by thousands of other people across the country & internationally who are taking the challenge. As a part of the *Live Below the Line* campaign, every single one of them will be spending just \$1.50 each day on food—the U.S. equivalent of the international extreme poverty line.

[NAME] will have no shortage of company - in addition to the thousands taking part in the challenge, 1.4 billion people struggle to meet their daily needs on less than \$1.50 a day.

“The scary thing for me was when I found out that living in extreme poverty meant having less than \$1.50 to spend in the U.S. Sometimes we think to ourselves ‘but \$1.50 would go so much further overseas’—but that’s not the case” says [NAME] “I couldn’t even imagine having to cover all my food, lodging, healthcare and education for \$1.50 or less.”

[NAME] will *Live Below the Line* for 5 days to raise money for [NAME OF CHARITY] to help fund the work they do to combat extreme poverty. Previously a student at [SCHOOL], [NAME] thinks education is the most important thing we can do to end extreme poverty, and is looking forward to the challenge of feeding her/ himself with only \$1.50 a day. “It’s less than half the cost of a bus ticket, so it’s going to be hard. But 1.4 billion people do this every day, and have to pay for much more than just food – so I’m sure I’ll find a way”.

To take part in this unique challenge, sign up on the *Live Below the Line* website – [www.livebelowtheline.org/us](http://www.livebelowtheline.org/us). You can sponsor [NAME] at [FUNDRAISING PAGE ADDRESS].

### Grassroots Media Outreach

Gyms, churches, book clubs—we all belong to one of them and some of us are even regular attendees! Most of these organizations have a newsletter that gets distributed to all members. Editors are always looking for stories and living below the line is an interesting story! A submission to an editor needs to be short and concise with the relevant details. **For example:**

### Live Below the Line this Spring

From April 29th - May 3rd, the [NAME] team are getting behind the poverty awareness campaign *Live Below the Line* to raise funds for [NGO]. *Live Below the Line* is an awareness and fundraising campaign designed to help people understand the challenges faced by those currently living in extreme poverty. *Live Below the Line* challenges people to do just that, and feed themselves with just \$1.50 a day—the U.S. equivalent of the international Extreme Poverty Line.

The [NAME] team will be raising funds for a life-changing education program. You can find out more and sign up at [www.livebelowtheline.org/us](http://www.livebelowtheline.org/us)



## social media campaigning

**Social media like Facebook, Twitter, YouTube and Blogs are the most effective platforms to help you raise awareness about Live Below the Line and the challenge you have taken on!**



### facebook

**Facebook offers a lot of opportunities to tell people about Live Below the Line:**



**Change Your Profile Picture to the Live Below the Line Logo:** You can start by changing your profile picture to the LBL profile picture. This means that whenever you comment on a friend's status, the *Live Below the Line* logo will appear!



**"Like" the Global Poverty Project fan page** (<https://www.facebook.com/GlobalPovertyProject>) for updates and to interact with other people who are living below the line. You can also "share" LBL posts with your friends.



**Write a Note:** To launch your own campaign you could write a note about why you're living below the line, why those 5 days will be really hard for you, and why it's important to support the project you're fundraising for!



**Facebook Statuses:** These are crucial to you raising awareness & support of your campaign. In this age of smartphones, you can update friends while on the move about the high's & low's of living below the line. However, there are some things that will ensure you make the most of them.

#### **Some additional Facebook tips:**

- 1 **Remember what Facebook statuses look like.** They're about 8 words to a line and most people stop reading after the 2nd or 3rd line. Make your status updates snappy and concise.
- 2 **Use positive statements** like "WOW", "this is amazing" etc. that draw the eye of the reader.
- 3 **Use pictures!**
- 4 **Use bold phrases or questions to engage people.**
- 5 **Post at lunchtime or early evening.** It's Facebook's busiest time!



### youtube

**Video blogging is an excellent opportunity to make your blog more visual.**

Video blogging does not need fancy technology. A simple webcam will suffice for "talk to camera" sessions and most mobile phones now have a video camera facility on them.

Recording your shopping trip, your thoughts around this and even the thoughts of others, will make for a really interesting video blog of your experience.

*Live Below The Line* has its own dedicated YouTube channel: <http://www.youtube.com/user/LiveBelowtheLineus> You can link your blog with the YouTube channel and your other social media.

If you're really game, try your hand at a spoof or more humorous video, or film a hunt for things you can buy for \$1.50. Don't forget to tweet and Facebook your blog.



## twitter

**Twitter is a micro-blogging site made up of 140-character messages called Tweets. It's a great way to communicate short, sharp messages about the campaign.**

Be creative with your tweets. During the week make sure you capture the creative, delicious and interesting meals you cook and upload the pictures to both Twitter and Facebook. You can do this through applications like Twitpic.

**There are a number of unique ways to utilize this tool:**



**Find other LBLers!** Twitter is an excellent opportunity to communicate with other people out there who are also living below the line.



**Publicize the Campaign:** It is also an amazing tool for publicizing that the campaign and your campaign! Tweeting things like "I'm going to be living #belowtheline on \$1.50 for 5 days" are great opening tweets.



**Use the hashtag #belowtheline:** So, considering that, use the *Live Below the Line* hashtag (#). The *Live Below the Line* hashtag is #belowtheline. By adding that to the content, or at the end, of your tweets you make them searchable. If you put #belowtheline into the Twitter search engine now, you will find all the tweets that have the hashtag in.



**Follow People:** Following people on Twitter is a necessity if you're going to spread the word about *Live Below the Line*. The more you follow people and tweet, the more people will follow you.



**Follow @LBLUS:** Get updates directly from Live Below the Line.



**Follow other supporters who are doing the Challenge:** It will be an incredible source of support, encouragement and ideas for making the most of your \$1.50. Use the #belowtheline hashtag to find these people!



**Retweeting @LBLUS** and other *Live Below the Line* campaigners is a great way to share messages from the campaign with people who either do not follow *Live Below the Line* or are not doing the challenge.



**Add People into Tweets:** This way you can also spread the word to people who are not taking part. Ask friends, family and colleagues to retweet you and to quote your tweets to maximize your reach!



**Tweet Celebrities, Politicians and Other Notable Twitter Users:** To do this, make sure you put an @ before their name.

## blogging



**Bloggging is a great way to write in detail about your experiences during Living Below the Line.**

The best blogs are conversational and personal. What makes blogging so successful is that anyone can do it. You do not have to be an excellent writer, have an academic understanding of the topic or advanced skill with a computer.

If you do want to start your own LBL blog—we recommend using either Blogger (<http://www.blogger.com>) or WordPress (<http://wordpress.org/>).

For inspiration, check out our own blog at <http://www.globalpovertyproject.com/blog>.

What will make your blog interesting is you.

Including pictures of the meals you cook, the meals your friends and roommates are indulging in around you, your shopping trip etc., all help personalize and document your experience.

---

where does the money go?

---

**Live Below the Line is not only an incredible way to better understand and raise awareness about extreme poverty—it also represents a meaningful way for you to make a difference in the lives of those who need it most.**

**Each person who registers to fundraise through Live Below the Line can choose to allocate the money they raise to one of the following partners:**

---

Principal Partners

---



**Opportunity International**

Opportunity International brings life-changing financial services—loans, savings, insurance, training—to individuals in more than 20 countries, helping them grow their businesses and break the cycle of chronic poverty. And 93% of our 4 million clients are women; because when women earn incomes it results in better nutrition, health and education for their children—including girls. It's a sustainable solution to poverty that enables clients to transform their own lives, their children's futures, and their communities.

**[Learn more at www.opportunity.org](http://www.opportunity.org)**



**World Food Program**

Since 1961, World Food Program has fought for a world in which every man, woman and child has access at all times to the food needed for an active and healthy life. In emergency situations, WFP is on the front-line, delivering food to save the lives of victims of war, civil conflict and natural disasters. WFP's believes that without food, there can be no sustainable peace, no democracy, and no development and thus aims to provide 90 million people with food assistance in more than 73 countries.

**[Learn more at usa.wfp.org/](http://usa.wfp.org/)**



**Happy Hearts Fund**

According to the EM-DAT, the total number of natural disasters reported each year has been steadily increasing in recent decades, from 78 in 1970 to 373 in 2010. Currently active in seven different countries worldwide, the Happy Hearts Fund is dedicated to rebuilding schools and improving children's lives through educational and sustainable programs in natural disaster areas. These programs have provided more than 42,000 children with a quality education and more than 350,000 community members with hope for their children's futures.

**[Learn more at www.happyheartsfund.org](http://www.happyheartsfund.org)**

---

Additional Partners

---

