Thank you for your interest in supporting UNICEF USA in the **2014 Live Below the Line** campaign. Here's how you can help us encourage your audience to take the challenge, too!

## Step 1: Spread the Word

## **Facebook Posts**

From April 28 to May 2, I'm Living #belowtheline for @UNICEF USA! I'm challenging myself to live on \$1.50 of food per day to raise funds for UNICEF's lifesaving work:

(or your Live Below the Line fundraising page)

Do you have what it takes to Live #belowtheline? Help raise awareness and funds for @UNICEF USA to support the 1.2 billion people around the world who live in extreme poverty. Join my team: http://uncf.us/UNICEFLBL (or your Live Below the Line fundraising page)

#### **Tweets**

Live #belowtheLine for @UNICEFUSA: Just \$1.50 of food a day, for 5 days! Help fight extreme poverty:

http://uncf.us/LINICEFUSI.via.@LBLUS

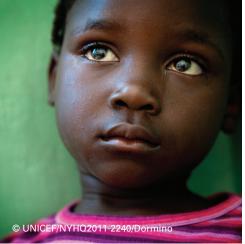
Living #belowtheline this week! 1.2B live on \$1.50/day for food & water. Can you?

http://uncf.us/UNICEFLBL @LBLUS @UNICEFUSA

## **Step 2: Share Your Experience**

- Share photos of your meals/receipts on Facebook/Instagram
- Tweet daily about how you're feeling, what you're eating, and what you've learned
- Blog about your experience on your Live Below the Line page
- Share recipes on our Live Below the Line Pinterest Board







# live below the line

### **MORE INFO**

Hashtag: **#belowtheline** 

**UNICEF's Live Below the Line Page** 

www.livebelowtheline.com/us-unicef

**UNICEF USA Twitter Account** 

www.twitter.com/unicefusa

**UNICEF USA Facebook Page** 

www.facebook.com/UNICEF-USA

Visit
unicefusa.org/
livebelowtheline
and learn
more!