

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:

<http://uncef.us/UNICEFLB>

(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://uncef.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://uncef.us/UNICEFLBL> via @LBLUS

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

[@LBLUS @UNICEFUSA](http://uncef.us/UNICEFLBL)

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



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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

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more!