



LIVE BELOW THE LINE



APRIL 27TH-MAY 1ST, 2015, PEOPLE AROUND THE WORLD WILL *LIVE BELOW THE LINE*

OVER 250,000 PEOPLE ACROSS THE WORLD WILL ENGAGE IN *LIVE BELOW THE LINE* IN 2015

THE GLOBAL CHALLENGE: TO SPEND ONLY \$1.50 (THE EQUIVALENT OF THE EXTREME POVERTY LINE) PER DAY ON FOOD AND DRINK FOR 5 DAYS.

Similar to running a marathon, participants take on the challenge while raising funds for the 1.2 billion people who live below the extreme poverty line by choosing one of the campaign's charity partners to support.

WHY LBL WORKS: *Live Below the Line* is a challenging and meaningful experience that's about more than hunger: it's about the lack of

choice and opportunity faced by people living in extreme poverty around the world.

Social media, print and broadcast media in addition to campaign ambassadors attract participants by the thousands before and well after the official *Live Below the Line* week.

SOCIAL MEDIA: Over 2 billion media impressions from 2012 to 2014 through Facebook, AOL, Impact, Kenneth Cole, Devex, World Moms Blog, Living on One, Nick Kristof of The New York Times, Acumen Fund, Bill & Melinda Gates Foundation and many more.

PAST CELEBRITY SUPPORTERS: Bridget Moynahan, Hugh Jackman, Dr. Jill Biden, Annalynne McCord, Bonnie Wright, Tamzin Merchant, Deborah-lee Furness, Rachel Brosnahan, Sophia Bush, Ben Affleck, Hunter Biden, Josh Groban, Malin Akerman, Minka Kelly and many more.

CHARITY PARTNERS: We partner with leading charitable organizations. Participants have the opportunity to raise funds for the critical programs of organizations like: UNICEF, Heifer International, Kiva, CARE, ISIS Foundation, HIAS, Water Collective, The Hunger Project, Opportunity International and many more.

Live Below the Line is brought to you by



LBL GLOBAL ENGAGEMENT 2011-2014:
150+ partner organizations
\$8+ million raised
2 billion+ impressions



HOW DOES IT WORK?

1. SIGN UP TAKES PLACE AT WWW.LIVEBELOWTHELINE.COM

Participants enter their details to create a personal account.

2. SELECT A CHARITY

We partner with incredible organizations that are working to end extreme poverty. Participants pick their favorite organization to receive the money that they fundraise.

3. USE A UNIQUE FUNDRAISING PROFILE

Each participant has a unique fundraising page where they can upload a photo and use the page to talk about their experience during *Live Below the Line*.

4. PARTICIPANTS FUNDRAISE TO MEET THEIR GOAL

We engage participants in a series of contests with incentives.



WE ARE PLEASED TO INVITE YOUR ORGANIZATION TO JOIN US IN 2015 AS A *LIVE BELOW THE LINE* PARTNER

BENEFITS FOR PARTNERS INCLUDE:

FUNDRAISING: Charity partners raise on average \$100 per person through the campaign

MEDIA: With over 1.2 billion impressions in the US in 2013, the campaign has shown real media appeal which will continue to grow in 2015

WEBSITE AND CAMPAIGN MATERIALS: Use of custom built website and campaign materials including customized landing page for your organization

SUPPORTER ENGAGEMENT: Meaningful supporter engagement journey managed by GPP

SUPPORTER ACQUISITION: Grow your supporter base and network through the campaign

REPORTING: Access to real time reporting and a full partner report

LIVE BELOW THE LINE IS BROUGHT TO YOU BY GLOBAL CITIZEN

Global Citizen is best known for the Global Citizen Festival in Central Park, New York City

Global Citizen is a tool to amplify and unite a generation's call for justice. It's a place to learn and act and help bring an end to extreme poverty.

The platform is used to dive deep into the systems that keep people poor and take action to effect change.

Every time you raise your voice, you can earn points and use them for tickets to see your favorite artists throughout the year.

**TAKE ACTION. EARN POINTS. SEE IMPACT.
SIGN UP AT WWW.GLOBALCITIZEN.ORG**