



**LIVE BELOW
THE LINE**



WE WANT YOU TO JOIN THE *LIVE BELOW THE LINE* CAMPAIGN.

1.2 BILLION PEOPLE LIVE IN EXTREME POVERTY ON JUST \$1.50 A DAY. YOU CAN HELP CHANGE THIS.

LIVE BELOW THE LINE IS A CHALLENGE TO SPEND \$1.50 ON FOOD AND DRINK FOR 5 DAYS FROM APRIL 27-MAY 1, 2015 WHILE RAISING FUNDS FOR THE WORLD'S LEADING POVERTY-FIGHTING ORGANIZATIONS.

In 2015, thousands of people around the world will participate in *Live Below the Line* and raise over \$2 million.

JOIN US. IT'S EASY:

- Sign up today at livebelowtheline.com/us
- Pick an organization to support
- Raise funds
- Take on the challenge
- Have an impact & help end extreme poverty

By taking part in *Live Below the Line* you are calling attention to the lack of choice and

opportunity faced by the 1.2 billion people living in extreme poverty. You are challenging yourself to think differently about extreme poverty and about the choices you make every day.

Most importantly, you are translating awareness to impact by raising funds for the communities and projects that need them most.

Thank you for your support and being a part of the movement to end extreme poverty by 2030!

Live Below the Line is brought to you by

**GLOBAL
CITIZEN®**



ONCE YOU SIGN UP:

1. **CUSTOMIZE YOUR UNIQUE FUNDRAISING PAGE.** You can upload a photo and use the page to blog about your experience during *Live Below the Line* or post photos and videos. You can send messages about the campaign via Twitter, Facebook and email right from your page.
2. **START OR JOIN A TEAM.** You'll find teams on individual fundraising pages. They are a space for you to ask your family and friends to take on the challenge with you. Donors can donate to individual members of the team (who may have all picked different organizations to support) or the team itself. Team donations go to the chosen charity of the team leader.
3. **TAG YOURSELF INTO A NETWORK.** You'll find networks on the Community page. You can start or join a network. If you start a network, don't worry if you don't see it on the website right away. We approve networks as fast as we can at *Live Below the Line* headquarters and as soon as we do you'll see it on the website leaderboards. Once you join a network, encourage others to join too and watch your network shoot to the top of the leaderboard.
4. **GET ALL THE RESOURCES.** When you sign up you'll receive an email with links to resources ranging from posters to recipes to a participant guide.
5. **FIND PARTNERS.** Whether it's your official *Live Below the Line* team or a few classmates, colleagues or friends, it's important to find people who you can take on the challenge with. That way you can support each other, pool your funds, go grocery shopping and even cook together. You can also come up with creative fundraising ideas.
6. **ASK FOR SUPPORT.** Send an email out to your friends, family and classmates and tell them why you chose the organization you are supporting and what the campaign is all about. You'll find sample email language in the Participant Pack. Highest fundraisers receive recognition on the *Live Below the Line* leaderboards. As you raise money your school will have the opportunity to compete against other schools across the country and be prominently featured on our website.
7. **PLAN AN EVENT.** A great way to get people excited about the campaign is to host an event at school to encourage people to sign up for the challenge or donate. This could be a *Live Below the Line* potluck or lunch where food is prepared for 50 cents or under per person, a presentation in a class, or a screening of video that has to do with the campaign or the campaign organizations. You could also host a school wide bake sale in support of one of the campaign's charity partners.
8. **TELL YOUR STORY.** *Live Below the Line* is an international campaign that received 1.2 billion media impressions in the USA alone last year. Local papers highlight stories of participants and the campaign every year. You'll find sample outreach and press release language in the Participant Pack.
9. **EXPLORE AND KEEP UP TO DATE.** Check out what participants are saying about the campaign on their pages and on social media. Go to @LPLUS and #belowtheline on Twitter and Instagram and www.facebook.com/livebelowthelineusa for all the latest from *Live Below the Line* headquarters, including information about contests such as Fundraising Friday.



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