

LIVE BELOW THE LINE

2015 Participant Resource Pack

This guide will get you started as you challenge yourself to *Live Below the Line*.



LIVE BELOW

THE LINE

BROUGHT TO YOU BY

**GLOBAL
CITIZEN®**



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THE LINE**



1. Welcome to *Live Below the Line*

Thanks for joining us to **LIVE BELOW THE LINE** from April 27TH – May 1ST.

Live Below the Line is a fundraising campaign run by the Global Poverty Project.

To *Live Below the Line* is to challenge yourself to eat and drink on just \$1.50 a day. The campaign helps participants better understand the lack of choice and opportunity faced by people living in extreme poverty. 1.2 billion people around the world live in extreme poverty, meaning that they live on the equivalent of what you can buy in the United States for \$1.50 a day everyday.

You are coming together with thousands of others to help raise awareness of one of the biggest issues in the world today: extreme poverty.

In the past 3 years, over 50,000 people around the world lived below the line, which helped us to raise \$10 million for the world's poor.



HOW DO I GET STARTED?

1. Go to www.livebelowtheline.com
2. Pick a charity partner for which you want to fundraise.
3. Create your personal fundraising page.
4. Start a team and get your friends, family and co-workers involved.
5. *Live Below the Line* will send you tips throughout the campaign journey.



2. How Does the Challenge Work?

You have a total of \$7.50 to use to buy all ingredients for all of your meals for 5 days.

- You can't grab a snack from the pantry unless you count the cost of the item within your budget.
- For items such as salt and pepper simply work out the cost of each item per ounce and budget your shopping proportionally.
- You can use food from your garden as long as you account for the price of production.
- You cannot accept 'donated' food from others.
- You can count tap water as being free.

3. Cooking for *Live Below the Line*

Cooking for *Live Below the Line* can at first seem extremely challenging. What should I buy on this limited budget?

Here are a few suggestions of inexpensive and staple ingredients that you may want to include on your shopping list: Rice, Beans, Chickpeas, Corn, Tomato

Sauce, Noodles, Eggs, Carrots, Onions, Canola Oil, Garlic, Salt, Pepper, Bananas, Pasta, Oatmeal, etc. Follow @LBLUS for recipe ideas throughout the campaign.

FROM APRIL 27TH - MAY 1ST, \$1.50 A DAY ON FOOD & DRINK



4. Fundraising Success

Live Below the Line gives participants a powerful opportunity to share these experiences and raise vital funds for their favorite charities.

5. Fundraising Tips

- Start early. **The longer you spend fundraising, the more money you'll raise**
- Set a positive example and donate to yourself
- Start by sending an email to everyone you know asking for a donation - just by reaching out you are spreading positive messaging
- Update your email signature by adding a link to your personal fundraising page and a short note saying that you will be living below the line this spring
- Use social media to invite friends to become involved
- Get your workplace engaged. Ask your boss if your company will match your donations
- Tell potential donors why you are passionate about ending extreme poverty and the charity you are supporting. Keep it personal and inspiring
- Thank donors for their generosity on social media in a public way
- Start a team and fundraise together
- Keep fundraising even after the challenge week is over
- Have fun and enjoy the challenge!

SHARE THE STORY OF YOUR EXPERIENCE
AND RAISE FUNDS TO SUPPORT YOUR FAVORITE CHARITY

6. Fundraising Message

Below is a basic campaign message you can use to engage your friends and family.

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 to end extreme poverty just by knowing about your personal commitment!

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, New Zealand, Canada and the United Kingdom to eat on just \$1.50 a day, the U.S. equivalent of the extreme poverty line. 1.2 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 27th - May 1st, I will eat on just \$1.50 a day to raise awareness of the challenges faced by these 1.2 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]

[Link to personal fundraising page]

EMAIL SIGNATURE FOR *Live Below The Line*

[Your name]

[Your title]

[Address / Email / Phone]

[Link to personal fundraising page]

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

This Spring take 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



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7. Fundraising Ideas

FUNDRAISING AT WORK

Pay What You Think

Prepare a meal for your office that fits within the *Live Below the Line* budget of 50 cents per meal. Ask your colleagues to donate what they would have spent on lunch.

Involve your workplace

Ask your workplace to match all donations that you collect. Register your workplace to participate in Corporate Challenge Day by emailing LBLUS@globalpovertyproject.com.

Dress Down Day

Ask your boss if, for a donation to your *Live Below the Line* campaign, you and your colleagues can dress casually for one day.

Hold an Office Cook-Off

Organize an office cook-off so that everyone at work can get behind *Live Below the Line*. Compete in teams to produce the best possible food within the \$1.50 per person budget.

FUNDRAISING WITH FRIENDS

Sell *Live Below the Line* meals

Organize a day at your office/church/school/university where you offer meals that fit within the *Live Below the Line* budget. Ask for a donation in return.

Host a *Live Below the Line* presentation

Get 100 colleagues, faith group members, or friends in a social group together and host the *Live Below the Line* presentation to learn more about issues of extreme poverty and find out how you can help end extreme poverty within a generation.

Contact us for details:

LBLUS@globalpovertyproject.com

Host a *Live Below the Line* dinner party

Create a meal that costs 50 cents per guest. This is a great way to get your friends involved and ask for donations.

8. Social Media

Posting on social media outlets like Facebook, Twitter, YouTube, and blogs is the most effective way to raise awareness and funds for *Live Below the Line*. Here are some suggestions below to get you started.

FACEBOOK #BELOWTHELINE

- Change your profile picture or header banner to the *Live Below the Line* logo
- 'Like' the *Live Below the Line* USA Facebook page
- Thank each donor on Facebook with a personal shout out on your Facebook page
- Use Facebook statuses to tell your friends about your campaign. How are you feeling? What are you eating? What have you learned? Remember to keep your posts short and snappy and to use positive statements like "WOW" that draw the eye of the reader
- Post photos to show your friends what you are eating each day for under \$1.50. Encourage them to join a fundraising team with you

YOUTUBE

- Video blogs are a great way to make your experience living below the line more visual and engaging. A simple webcam or your mobile phone will suffice for "talk to camera" sessions
- Recording your shopping trip, your thoughts about extreme poverty, and other people's reactions to your campaign will make for great blogs of your experience. *Live Below the Line* has a YouTube channel that can be found at www.youtube.com/user/LiveBelowtheLineUS.



Malin Akerman's interview was on MSNBC and also featured on CNN, MTV and in the Washington Post, Huffington Post, New York Post, and other media outlets.

TWITTER #BELOWTHELINE @LBLUS

Here are a few tips and sample tweets to get started:

- Let your followers know that you will *Live Below the Line* this year
- Use the hashtag #belowtheline to make your Tweets searchable
- Follow @LBLUS to get updates directly from the *Live Below the Line* team
- Follow other supporters who are taking the challenge
- Search the #belowtheline hashtag to find people to support
- Tweet and include @LBLUS to share the campaign with your friends
- Ask your Twitter followers to donate to your campaign

INSTAGRAM

Upload your challenge photos to Instagram and use the hashtag #belowtheline.



A SIMPLE WAY TO RAISE AWARENESS FOR LIVE BELOW THE LINE IS BY 'RETWEETING' CELEBRITIES AND NGO SUPPORTERS WITH LOTS OF FOLLOWERS.

Ben Affleck @BenAffleck 22 Apr
1.4 billion people live on less than \$1.50/day. I'm joining Live #BelowTheLine on behalf of @easterncongo. Will you? bit.ly/15MbxD4
Collapse Reply Retweeted Favorited More

854 RETWEETS 318 FAVORITES

3:19 PM - 22 Apr 13 · Details

Carla Hall @carlahall 1 May
Just split a 1# bag of lentils with 2 other people - dinner for the next 2 nights. Part of living on 1.50/day. #livebelowtheline #hungry
Collapse Reply Retweet Favorite More

3 RETWEETS 5 FAVORITES

12:42 PM - 1 May 13 · Details

Jonah Hill @JonahHill 18 Apr
Join me & support Live #BelowtheLine campaign to raise awareness for extreme poverty @LBLUS bit.ly/15MbxD4
Collapse Reply Retweeted Favorite More

59 RETWEETS 47 FAVORITES

2:27 PM - 18 Apr 13 · Details

Nick Onken @nickonken 7 May
Enter the Live #belowtheline Instagram contest and show us what it means to you to be a Global Citizen! bit.ly/10m64FP
Expand

Josh Groban News @JoshGrobanNews 11 May
Thanks to all the amazing partner orgs of @LBLUS who help end extreme poverty around the world. @OpportunityIntl @WFPUSA @HappyHeartsFund
Retweeted by Live Below The Line
Collapse Reply Retweeted Favorited More

13 RETWEETS 9 FAVORITES

1:53 PM - 11 May 13 · Details

Hugh Evans @Hughcevens 12 May
Hunter Biden & Tony Fratto talk to @POLITICO about living on \$1.50 in food for @WFPUSA as part of #BelowTheLine: buff.ly/15C9kQg
Retweeted by Live Below The Line
View summary Reply Retweet Favorite More

Sophia Bush @SophiaBush 29 Apr
THIS is the point of the #LiveBelowTheLine challenge. Let's feed those who will otherwise go hungry. @LBLUS huff.to/182fWCY
Retweeted by WFP USA
View summary

9. Local Media

Spread the word about *Live Below the Line* in your community by getting your local media outlets involved.

Approach your local newspapers, magazines, television stations, and radio stations about *Live Below the Line*. Call your local stations, tell them who you are and that you live in the area, and then offer to come in for an interview. The contact details for local media outlets should be available online in the 'contact us' portion of their websites. Ask the news outlet to whom they would prefer you send a press release. Be ready to explain the challenge to the reporter.

Here are sample press releases and examples of outreach that may be useful: Many gyms, churches, and social organizations have a group newsletter that is distributed to all members. Editors are always looking for stories and your participation in *Live Below the Line* is a great story! A submission to an editor needs to be short and concise with the relevant details.

MEDIA PRESS TEMPLATE

Title: Local Puts Convictions on the Line
Location], State, [date]

[FULL NAME], [CITY] resident has committed to *Live Below the Line* and spend just \$1.50 each day for 5 days on food.

From April 27th - May 1st, [NAME] will be joined by thousands of other people across the country and 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 and drink – the U.S. equivalent of the international extreme poverty line. Up to 1.2 billion people across the globe 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 1.2 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. You can sponsor [NAME] at [FUNDRAISING PAGE ADDRESS].

GRASSROOTS MEDIA OUTREACH

Live Below the Line this May

From April 27th-May 1st, the [NAME] team is 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 lifechanging education program. You can find out more and sign up at www.livebelowtheline.org/us



10. Have fun!!

Live Below the Line is a life-changing experience. This challenge is a great way for your community to become a part of the movement to end extreme poverty.

By signing up for *Live Below the Line* you are raising awareness and crucial funds for initiatives fighting extreme poverty around the world.

This year we want the *Live Below the Line* campaign to be bigger and better than ever! The more awareness and more funds we raise together, the closer we are to ending extreme poverty.

THANK YOU FOR PARTICIPATING!
GET CREATIVE AND RAISE FUNDS FOR YOUR
CHOSEN LIVE BELOW THE LINE PARTNER

LIVEBELOWTHELINE.COM/US



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Feel free to get in touch at LBLUS@globalpovertyproject.com with any questions not answered in this guide.