



Live Below the Line 2014

The Field Guide

LIVE BELOW
THE LINE

Spread the word

1. **Start your campaign early.** So you've successfully signed up to Live Below the Line - good work! Now it's time to let people know. Don't wait till the last minute to start telling people. Make sure they know you need their help to make it happen!
2. **Get your dream team together.** Pooling your \$2.25 a day with others means you can have a more interesting menu. It also means you'll have others to share the pain with - the caffeine withdrawals, the hunger pangs, and the insights learnt. Get your workplace, youth group to join the team.
3. **Engage your local community.** What networks, groups, clubs etc. do you belong to? Do you know your neighbours? Get your community on board doing the challenge or get them to back you. With everyone living below the line, it will be more fun. You can challenge other groups too!
4. **Use social media.** This is a great tool to tell people far and wide what you are up to, and to encourage others to sign up as well. Social media is free and allows for people to interact – to ask questions, comments and encourage you. Think twitter, facebook, emails, instagram, blogs, vlogs... We need to talk about poverty so people feel like they have to do something to stop it!
 - **Facebook:** Change your profile picture or cover photo to the LBL logo. Use your status to update people on how you are going. Upload photos of what you eat each day during the challenge and talk about the people you want to help out of poverty. Find 'CWS' on Facebook and let us know how you're going.
 - **Twitter:** Tell your followers about the challenge. Let's get the hashtag #LBLNZ trending! Connect with us and let us know how you're going at @CWSNZ
 - **You tube:** video blogs are neat ways of making your challenge engaging and allows people to comment, and ask questions. Record your shopping trip, meal preparations or your thoughts at the end of the journey.

5. **Be passionate!** Know what you're fundraising for and be prepared with an answer when people ask why you're doing this crazy challenge! It's a small step in the huge task of combatting poverty. But together, a generation who is rising up to say no to the injustice of poverty...well that sounds like a mighty force to me!
6. **Hold a \$2.25 bake sale.** Making cupcakes, cakes, brownies, sandwiches or whatever takes your fancy is a great way of raising awareness of Live Below the Line. Selling these treats for the same price that those living in extreme poverty have to live on in a day highlights the disparities of wealth. Plus you can donate profits to your Live Below the Line profile!
7. **Hold a dinner party.** Invite people to join you for a meal which costs less than \$2.25 each. This gives them a taste of the challenge you are doing, but also of the reality many face around the world. Guests could be asked to sponsor you or pay an 'entrance' fee.
8. **Plan Ahead.** Think about where you'll shop for your food. Where can you find bargains and food on sale? Come up with a menu in advance and in the weeks leading up to the challenge, you can find the best place to buy them.

These are just a few ideas and suggestions. But be creative! Come up with ideas, events, plans which will work best for you and your community. Tap into the networks of people that you know. Use the resources that you have. Access the communications that are at your fingertips.

Poverty is unjust. We are part of a generation who is rising up and saying it's time to put an end to it. By being a part of Live Below the Line you are raising money for some of the 1.2 billion people living below the global poverty line. So thank you for participating!

We're excited to be on this journey with you!

Feel free to get in touch with me at grace.manning@cws.org.nz if you have any questions, comments or want to do more.

Ground report:

Tet Naraval, the director of Developers:

*"Our warmest greetings to everyone taking part in the **Live Below the Line** campaign.*

You may have heard that many parts of the Philippines, including the province of Aklan, were devastated by Typhoon Yolanda (international codename "Haiyan") last November 2013. Aside from losses to shelter and personal belongings, the majority of these families - especially those dependent on fishing and farming - are suffering from livelihood displacement. In just one storm, thousands of families lost their very means of subsistence. These properties took years for them -- through sweat and blood - to build.

*Your support to the **Live Below the Line** campaign will help us extend start-up assistance for the rehabilitation of livelihoods of small farmer and fishing families displaced by Typhoon Haiyan.*

When you give, you will be helping people restore their lives with dignity. Together, let us bring back optimism in the people's lives and be alongside with them in their fight against poverty."

