

**GET
DOWN**

DANCE OFF FOR
A DIFFERENCE

THE
GLOBAL
POVERTY
PROJECT



Introduction

Join the most innovative online dance-off challenge ever. From January 2nd - March 2nd, thousands of people from across the globe will “dance-off”.

The campaign will raise funds and awareness for a world where every child has access to quality education.

“Dance-Off for a difference”





The Platform

The Get Down platform offers the ability to upload content, share it, and challenge friends to a dance-off.

Competitions are formed by challenging friends to a dance-off. You enter a competition by #tagging your video into a competition. This allows networks of users to challenge each other in similar competitions. The video with the most votes, views or funds raised in any category will be the “winner” of the dance-off.

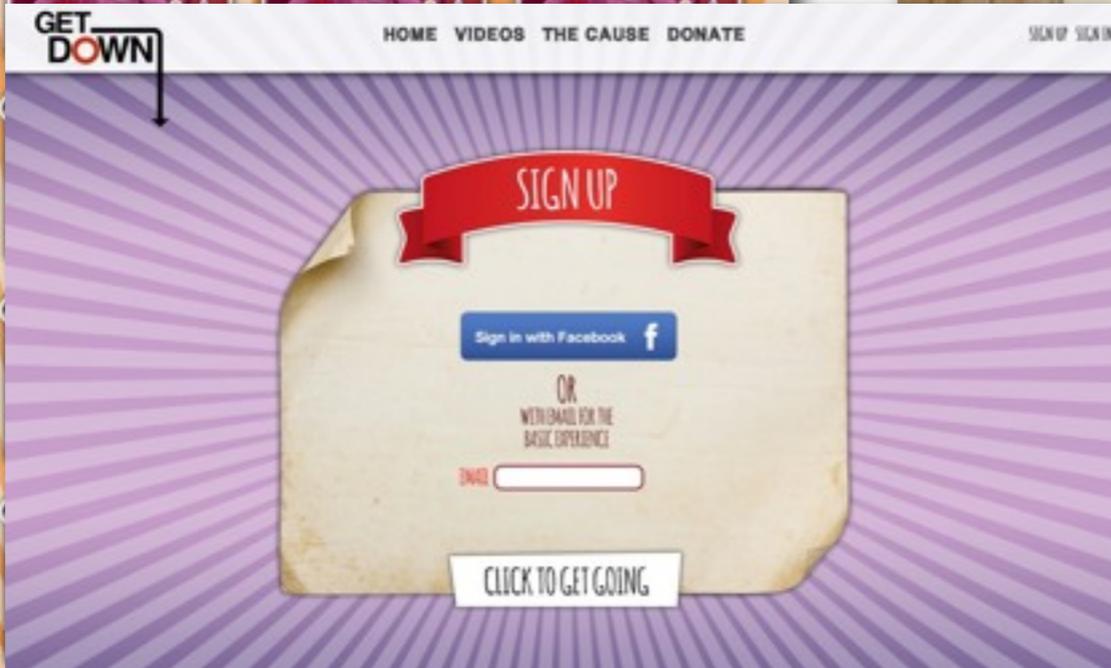
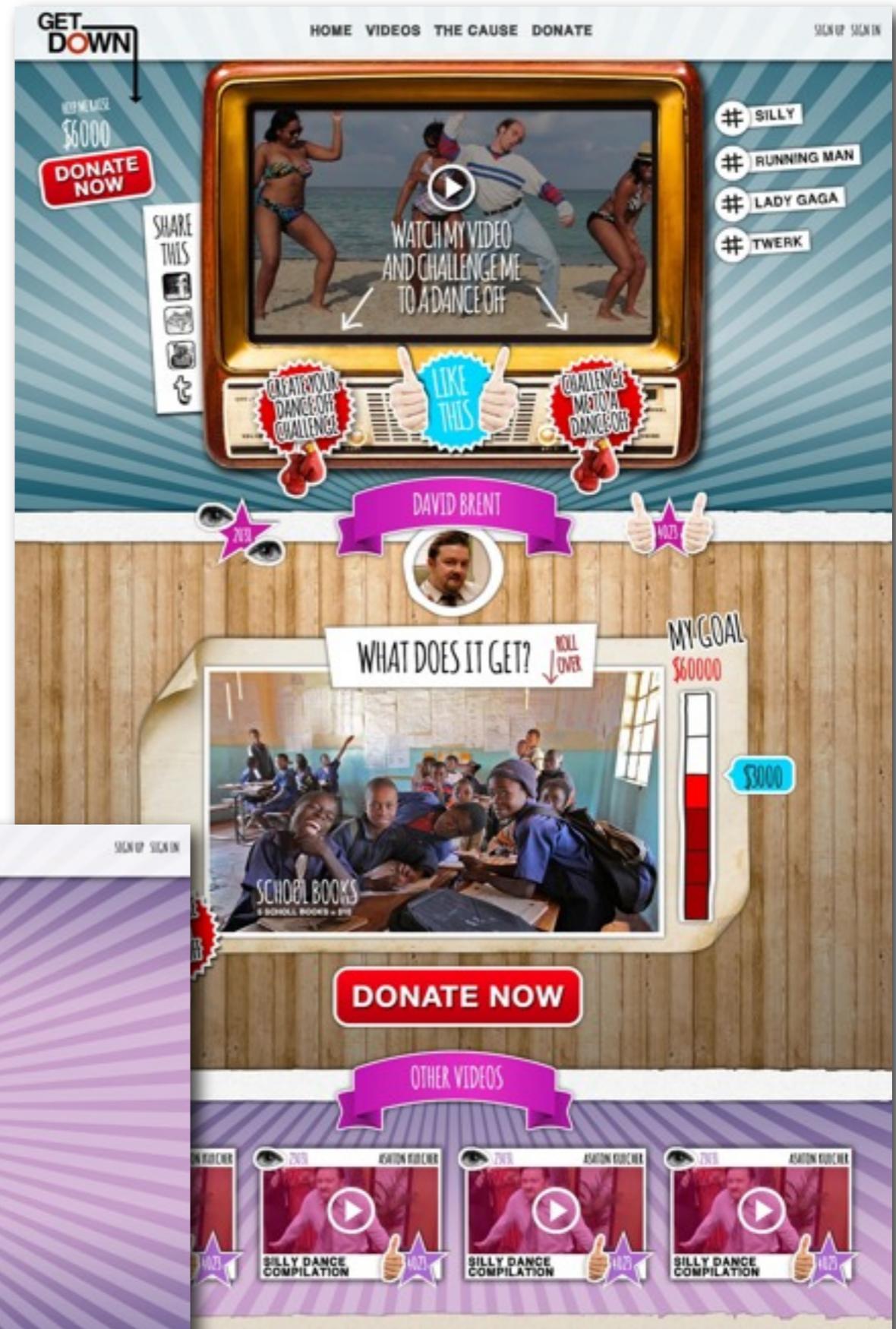
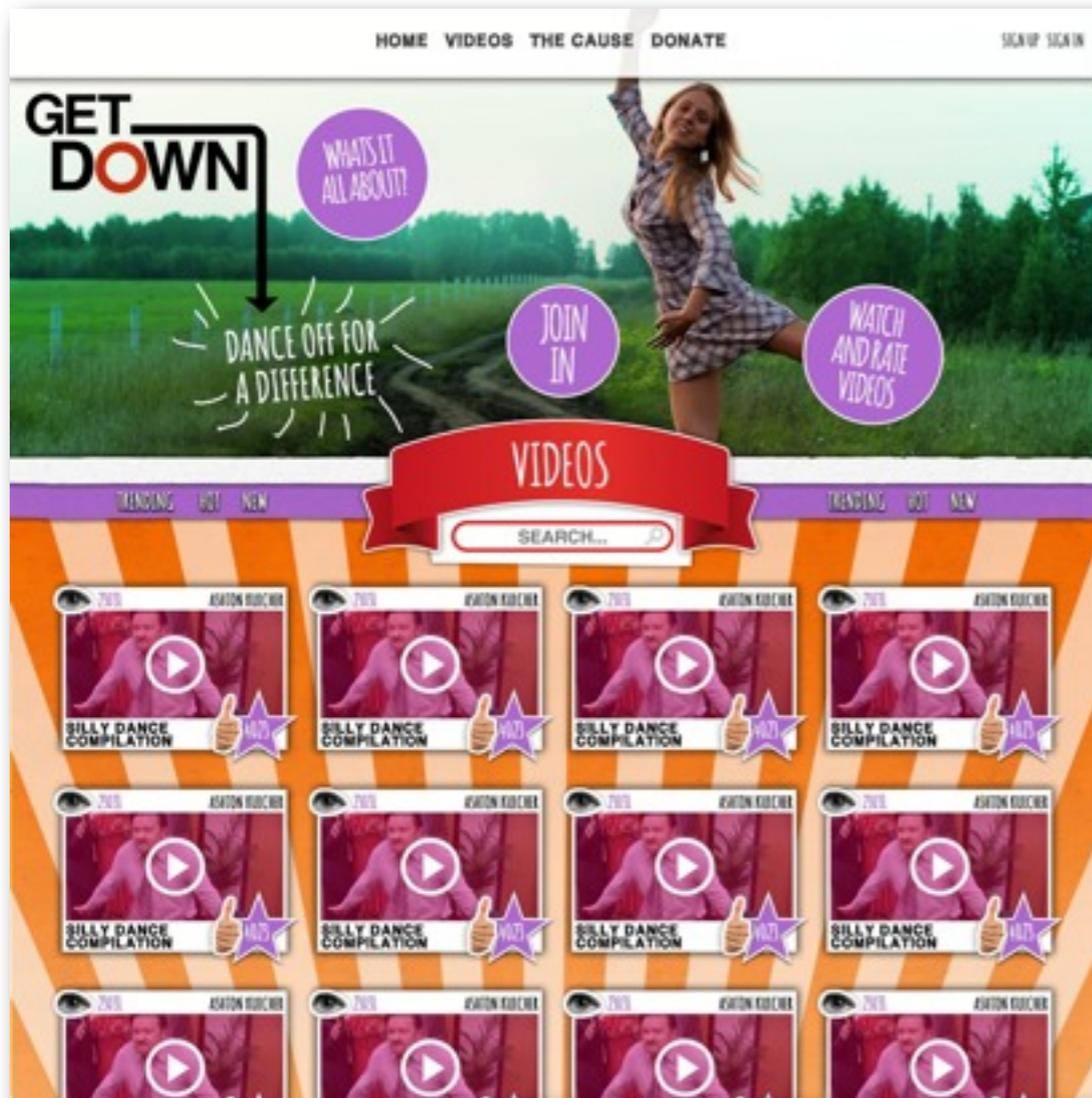
User actions

Each user has their own page for video upload, content sharing and outreach to donors. Achieving set targets and weekly challenges will require a user to share, post, and drive others to the Get Down platform in order to get more votes and views.

Supporter Journey

Users will be taken on an extensive supporter journey as they Get Down. Through social media and the Get Down platform users will learn about global education and will become advocates for universal access to education. Compelling content and a personal fundraising page provide a central interactive hub for the community of participants to come together, support and challenge each other.







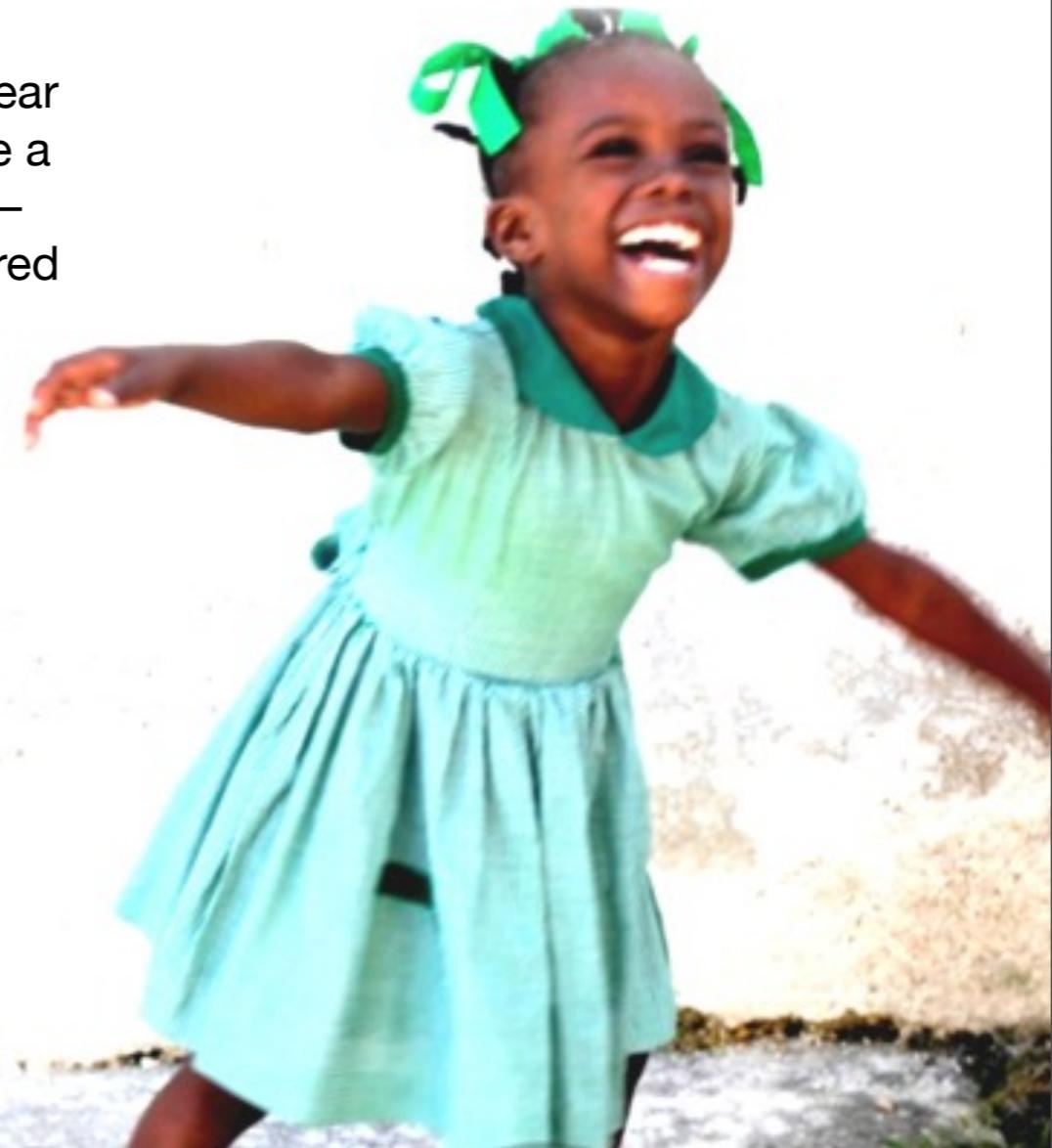
Advocacy

What's the current situation

57 million children are denied access to primary education. More than half of these are girls.

What is possible

The United Nations Millennium Development Goals have given us a clear direction on providing quality education to all children. We can achieve a breakthrough in ending poverty by investing in good quality education—giving all children the chance to live healthy, prosperous and empowered lives.





User Experience

Users are incentivized from the beginning to keep dancing and create awareness.

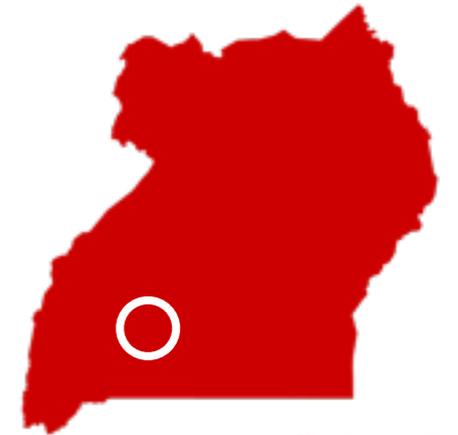
Immediate Reward incentives on sign up

1. **Sign up!** - Automatic entry into lottery to win a trip to see development projects in Uganda.
2. **Create your dance video!** - Access to an exclusive dance video from a celebrity.
3. **Share!** - For the chance to have your video in a dance off with our celebrity ambassador.

Reward incentive structure by week:

- 1st week - Focused on developing new users.
- 2nd week - Developing the sharing of user videos.
- 3rd week - Focusing on challenging friends to dance-offs.
- 4th week - Focused on fundraising for universal primary education.

The next 4 weeks will follow the same life-cycle as more people become involved.



UGANDA

Major Prizes:

We are working to develop some incredible prizes with our partners and supporters.



Media

The Get Down campaign will feature celebrity ambassadors, media launch event(s) and activations across all the United States, Australia and New Zealand.

Our success in generating successful media impressions can be seen through our most recent campaigns and events.



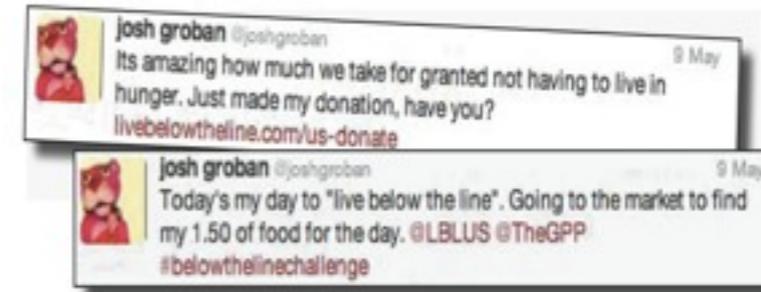
Media Impact

- 2 billion+ total media impressions across broadcast, print, online, Facebook and Twitter.
- 3 Million+ page views on GlobalCitizen.org
- Extensive advertising in the New York Times and Billboards in Times Square.
- Watched online and on TV from 12 major online and broadcast channels that streamed the entire program internationally making it the largest syndicated live-stream of a charity event in history.
- Over 800 million impressions on Facebook, Twitter & Instagram



Media Impact

- Live Below the Line secured nearly 2 billion media impressions in 2012 and 2013 through social media and media appearances.
- Celebrity ambassadors





Social Media

Official Hashtag: #Getdown

Official Handle: @ Getdowndanceoff

Official URL: www.getdowndanceoff.org

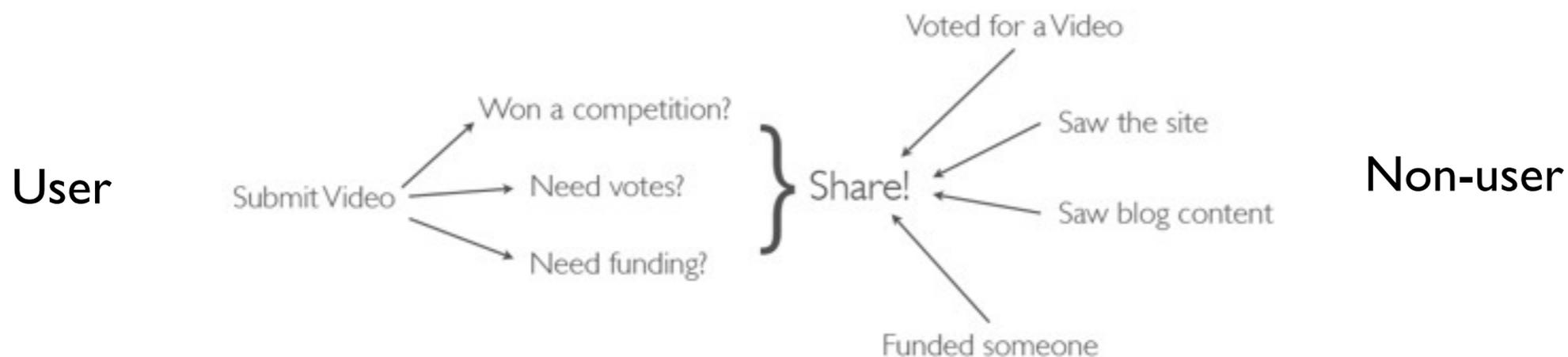
Official Facebook: facebook.com/getdowndanceoff



Voice/Tone

Get Down's social media strategy will engage users through fun, humorous and inclusive content. We will tell stories through user and celebrity content. Using direct #hashtag campaigns, blog and social accounts, users will be linked to the nucleus of our message. *Get Down - Dance-off for a difference*

Competition - Conversation - Education Matters





Get Down partner

COTTON ON FOUNDATION

The Cotton On Foundation believes in the power of education to create meaningful and long-term change in the lives of individuals and communities.

The Cotton on Foundation have a mission to educate 20,000 people in Southern Uganda by 2020. They don't just write a cheques; they are part of the project from inception, supporting local communities in planning, development, and delivery.

“We aim to make a difference for kids in need through access to education.”

Tim Diamond

Foundation Manager - *Cotton On Foundation*

www.cottononfoundation.org/



Opportunities for Involvement

GET YOUR GROOVE ON WITH US!

Join us as a promotional partner and challenge your supporters to Get Down!
We are recruiting dance groups, education organizations, faith groups and youth organizations to Get Down with us.

BENEFITS TO INVOLVEMENT

Be involved in the biggest online dance-off ever created.

Association with Get Down celebrity and media.

Social Media cross promotion.

Opportunities for your supporter and members to engage, win prizes, learn more about global education

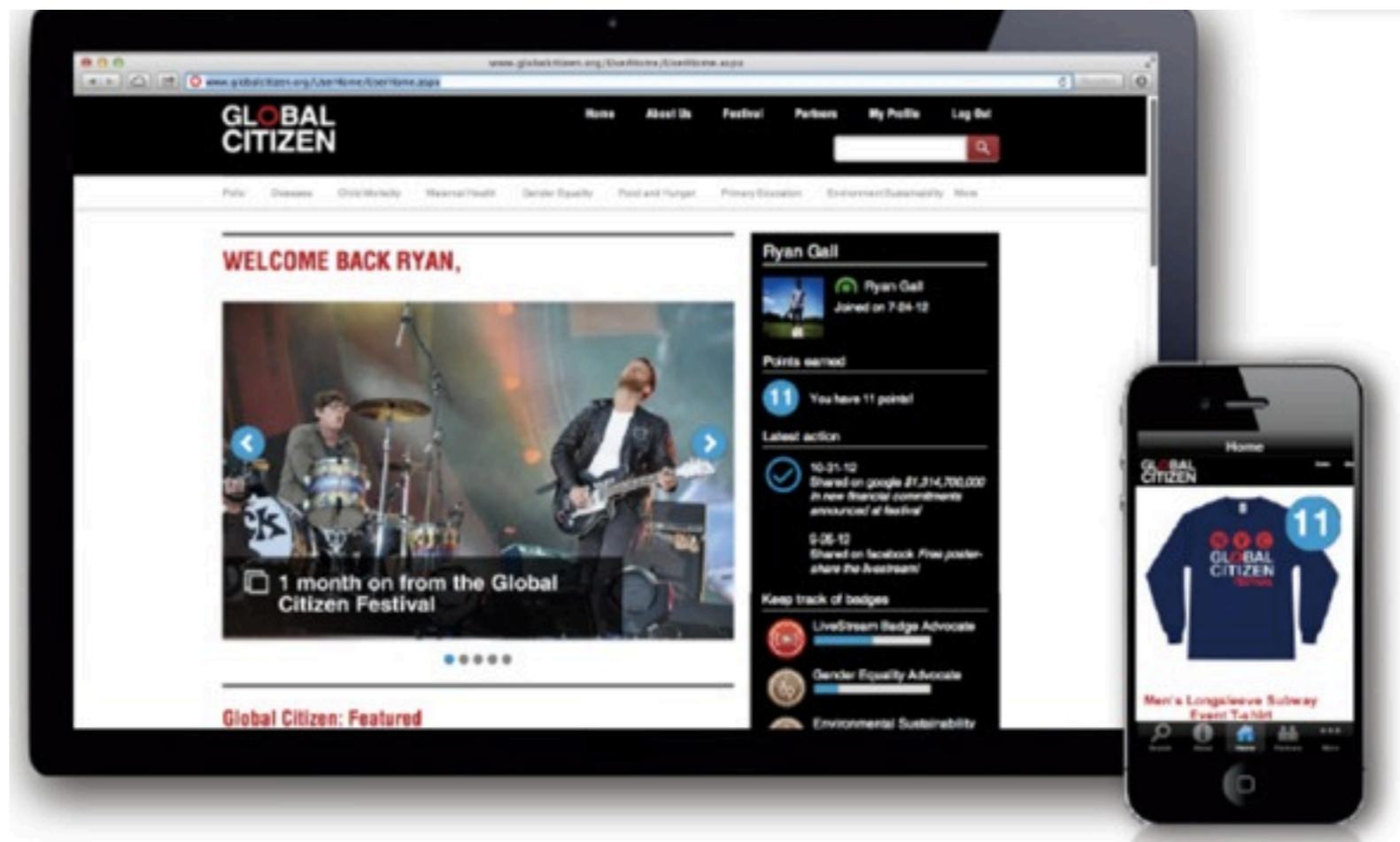


About Global Poverty Project

Get Down combines the Global Poverty Project's strengths and experience in peer-to-peer fundraising of Live Below the Line, and incentivized/challenge-based activism on Global Citizen, to create an integrated campaign that will build solidarity, commitment, and raise vital funds for partners.

Global Poverty Project has proven itself to be a thought-leader in creative campaigning. Global Poverty Project is best known for the Global Citizen Festival, which is held annually in Central Park. This year's 2013 Festival was headlined by Kings of Leon, Alicia Keys, John Mayer, and Stevie Wonder.

The platform, GlobalCitizen.org, has revolutionized campaigning. Users engage with content from charities partners, take action to support the world's poorest, and are rewarded. The platform has over 260,000 active users and offers tickets to the concerts of over 80 artists.



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