

YouTube™

Non-Profit Brand Channels

Getting Started

3 Steps to get started on YouTube

- 1) Register a username –
http://www.youtube.com/create_account
- 2) Apply for the non-profit program -
<http://www.youtube.com/nonprofits>
- 3) Customise your channel
- 4) Create Call to Actions

Step 1 – Create Account



Search

Browse

Upload

[Create Account](#)

[Sign In](#)

Get started with your account

Username:
Your username can only contain letters A-Z or numbers 0-9
[Check Availability](#)

Location:

Date of Birth:

Gender: Male Female

Let others find my channel on YouTube if they have my email address

I would like to receive occasional product-related email communications that YouTube believes would be of interest to me

Terms of Use: Please review the [Google Terms of Service](#) and [YouTube Terms of Use](#) below:

1. Your Acceptance

Uploading materials that you do not own is a copyright violation and against the law. If you upload material you do not own, your account will be deleted.

By clicking 'I accept' below you are agreeing to the [YouTube Terms of Use](#), [Google Terms of Service](#) and [Privacy Policy](#).

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Step 2 – Register for Non-Profit Program

The screenshot shows the YouTube Non-Profit Program registration page. On the left is a navigation menu with sections: About YouTube (Contact us, Company blog, Press room, Company History, Jobs), Discover (YouTube on Your Phone, YouTube on Your TV, YouTube on Your Site, YouTube RSS Feeds, TestTube), Programs (Advertising Programs, Partnerships, Developer Tools, Content Management), Policy (Privacy Policy, Terms of Service, Pay Content Terms of Service, Copyright Notices, Community Guidelines), and Help.

The main content area is titled "Partnerships" and includes a sub-section for "Nonprofit Program". The text asks if the user's organization has a compelling story to tell and if they want to connect with supporters but lack funds for outreach. It states that YouTube can help by providing a designated "Nonprofit" channel to reach a large online community.

Under "Availability", it notes the program is currently only available in the United States, United Kingdom, Canada, and Australia. A dropdown menu is set to "Australia".

The "Program Benefits" section lists: Premium branding capabilities and increased uploading capacity; Listing on Nonprofit channels and Nonprofit videos pages; Ability to add a Call-to-action overlay; and Posting a video opportunity on the YouTube Video Volunteers platform.

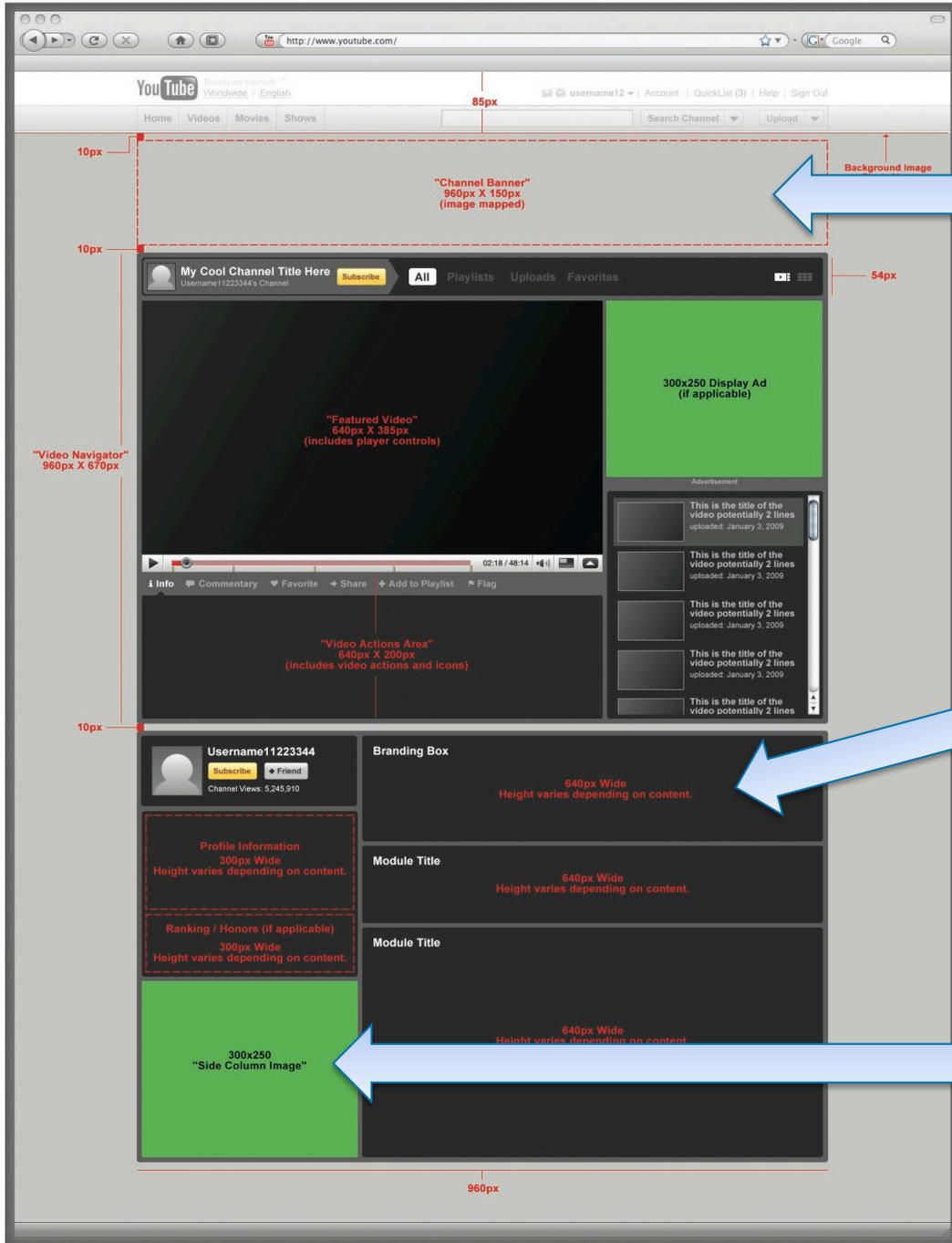
The "Tips and Tricks" section suggests reading the Nonprofit Tipsheet for more information.

On the right, there is a video player for "Broadcast your cause" with a "Replay" button. Below the video is a yellow "Apply Now" button with a dropdown menu set to "Australia" and an "Apply" button. A "Join the YouTube Non-Profits Google Group" link is also present.

Red arrows point from the "Availability" section to the "Apply Now" button, from the "Program Benefits" list to the "Apply" button, and from the "Tips and Tricks" section to the "Apply" button.

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Banner image

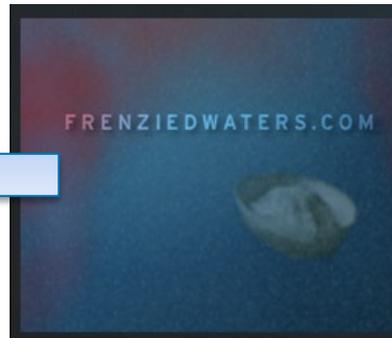


Branding box

University of Phoenix

This space is dedicated to celebrating our hardworking and determined students who've risen to the challenge and earned their degrees. We are proud of them and proud to say with them: **I Am a Phoenix**. Spend a few minutes and explore the unique *I Am a Phoenix YouTube Channel*, view a few of these inspirational stories, and share your comments and ratings.

Side column image



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Step 4 – Create Call to Action Videos

- 1) Login
- 2) My Videos
- 3) Edit your video

Call-to-Action Overlay

Headline:
 (18/25)

Description line 1:
 (35/35)

Description line 2:
 (0/35)

Image URL (optional, 56 x 56 pixels):

Display URL:

Destination URL:

The content of the Call-to-Action must abide by our [Editorial Guidelines](#).

ONE.org
TheONECampaign's Channel [Subscribe](#) [Uploads](#) [Favorites](#)

34 MILLION MORE KIDS IN SCHOOL IN AFRICA

You have the power
Add your voice and help end poverty
www.one.org/join

0:17 / 1:03

[Info](#) [Favorite](#) [Share](#) [Playlists](#) [Flag](#)

Coming Together As ONE

From: TheONECampaign | November 24, 2009 | 346,445 views

Gossip Girl's Leighton Meester, Jessica Szohr and Ed Westwick, Heroes' Hayden Panettiere, High School Musical's Corbin Bleu, Twilight's Ashley Greene, Kellan Lutz, Nikki Reed and Jackson Rathbone, 90210's Tristan Wilds, Star Trek's John Cho and Tropic Thunder's Brandon T. Jackson have all teamed up with ONE for the fight against global poverty. Will you join them? ... [\(more info\)](#)

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How to keep people coming back?

- Keep uploading new content
- Keep interacting
- Encourage people to subscribe to your channel
- Share your videos on Facebook, Twitter, Buzz...
- Embed your videos on your website
- Paid media

Example: AIME



AIME
Australian Indigenous Mentoring Experience

Giving Indigenous high school students the opportunity to have a fair go at university

AIME Mentoring
aimentoring's Channel [Subscribe](#) [Uploads](#)

[Search](#)

[Date Added](#) | [Most Viewed](#) | [Top Rated](#)

AIME Film 2010
39,005 views - 3 months ago

AIME Mentee Film 2010
1,332 views - 4 months ago

Episode 9
909 views - 7 months ago

AIME - Telling the Story
5,035 views - 1 year ago

AIME National Launch

0:19 / 3:52 360p

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