



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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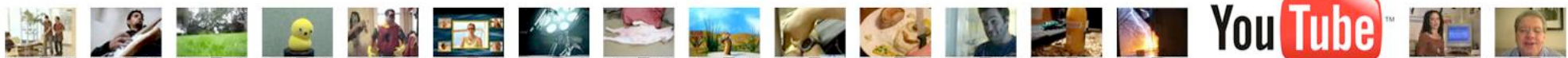
Step 2 – Register for Non-Profit Program

The screenshot shows the YouTube Non-Profit Program registration page. Red arrows highlight the following elements:

- Availability:** A dropdown menu showing "Australia".
- Program Benefits:** A list of benefits including "Premium branding capabilities and increased uploading capacity", "Listing on the Nonprofit channels and the Nonprofit videos pages", "Ability to add a Call-to-action overlay on your videos to drive campaigns", and "Posting a video opportunity on the YouTube Video Volunteers platform to find a skilled YouTube user to create a video for your cause."
- Apply Now:** A yellow box with the text "Make sure you're logged into your organisation's account before applying." and a dropdown menu showing "Australia" next to an "Apply" button.
- YouTube Non-Profit Program Video:** A video player showing a "Broadcast your cause" message with a "Replay" button.

The page layout includes a top navigation bar with the YouTube logo, a search bar, and links for "Browse" and "Upload". The left sidebar contains links for "About YouTube", "Discover", "Programs", "Policy", and "Help". The main content area is titled "Partnerships" and "Nonprofit Program".

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Step 3 – Customise your Channel

- Add videos!
- Update name, tags, description (across videos too)
- Customise background and custom areas



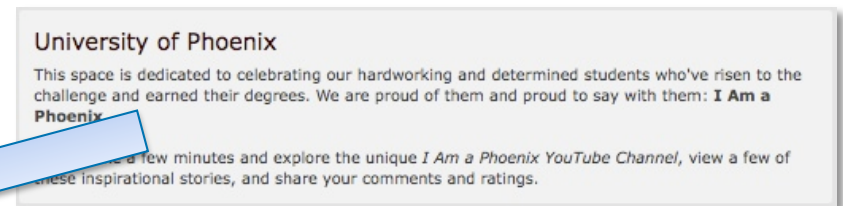
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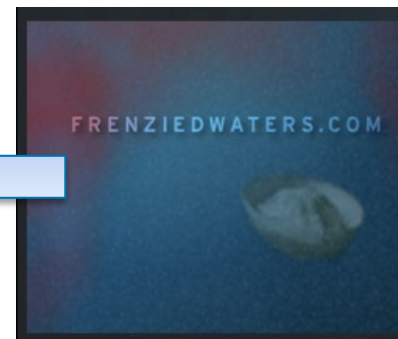
Banner image



Branding box



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 [Like](#) [Comment](#)

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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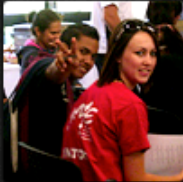




How to keep people coming back?

- 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



Australian
Indigenous
Mentoring
Experience





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



AIME Mentoring
aimentoring's Channel

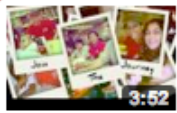
[Subscribe](#)

[Uploads](#)


 

[Search](#)

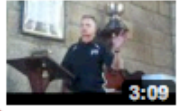
[Date Added](#) | [Most Viewed](#) | [Top Rated](#)




AIME Film 2010
39,005 views - 3 months ago
3:52




AIME Mentee Film 2010
1,332 views - 4 months ago
2:14



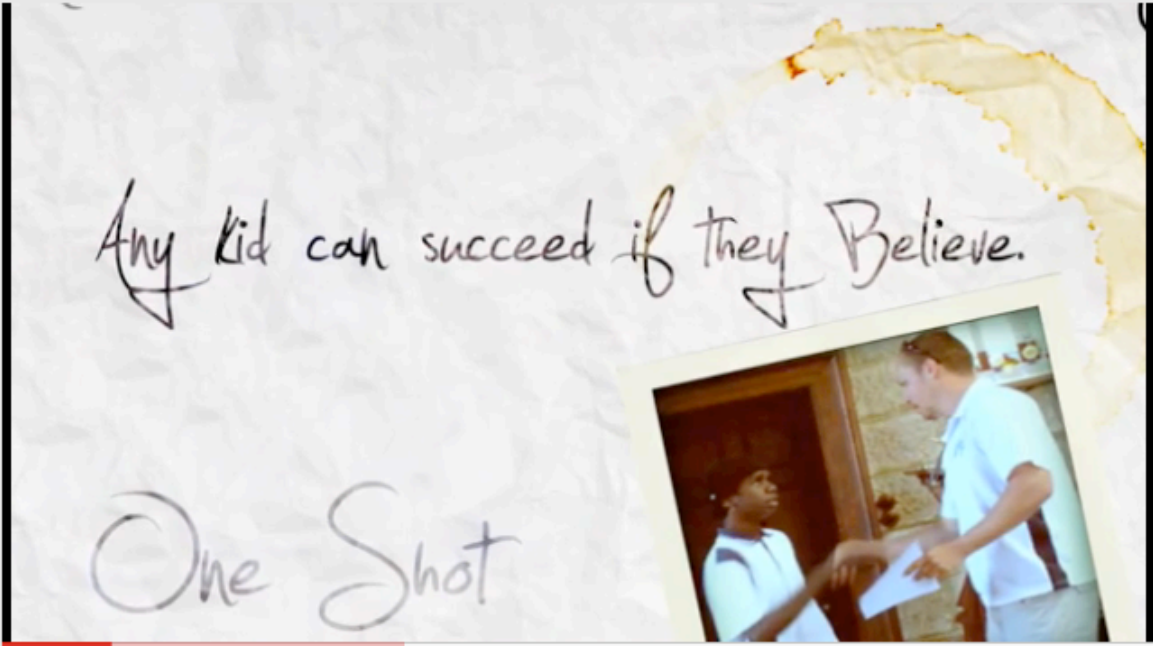
Episode 9
909 views - 7 months ago
3:09



AIME - Telling the Story
5,035 views - 1 year ago
4:22



AIME National Launch



Any kid can succeed if they Believe.

One Shot

0:19 / 3:52

360p

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

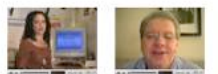
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Questions?



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