



Playbook Guide: YouTube for Good

[January 2012]

Playbook Guide: YouTube for Good

Welcome to YouTube! As a cause, non-profit or NGO, your definition of success might be different than say, Justin Bieber, but you'll be using video in a similar manner to engage and educate people across the world. It's our goal to help you gain an audience for your content and turn those view counts into charitable donations, volunteerism, community, laws changed, and so on. A few things to think about:

1. For many causes, video is a new but essential format for your storytelling. Embrace it and start communicating – with over 800 million people worldwide on YouTube it's a global living room like no other. YouTube is also the world's 2nd largest search engine (after Google) – people are looking for you every day. What will you show them?
2. Although YouTube contains many humorous or entertaining videos, our community embraces education, inspirational and authentic themes with equal vigor. Don't worry about being "viral" just focus on creating good content and interacting with the community.
3. We want to hear from you. Tell us what's working and what you want to see next.

Playbook Guide: YouTube for Good

The Playbook Guide: YouTube for Good is a supplement to the Creator Playbook (<http://youtube.com/playbook>), offering strategies and examples to partners focused on causes and activism in the YouTube Nonprofit program. The Guide references specific sections in the Playbook and adapts those sections to address the needs and challenges of nonprofit partners. Three sections are included to describe features and strategies for nonprofit partners with a consistent reference to the Playbook: Activate Your Cause, Storytelling for Causes, and Campaigning on a Shoestring. The Appendix includes example links, criteria for becoming a YouTube nonprofit partner, and a list of resources.

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Guide Structure

- The **overview page** describes the partner challenge and includes a quick reference list to find additional context and best-practices for that challenge in the Playbook.
- The **details page** provides further context and examples about how to implement strategies across pre-production, production, publishing, and post-publishing. Links to the examples are offered in the Appendix.

To access the Creator Playbook: <http://youtube.com/playbook>

For help with YouTube basics and how to set-up a new channel, go to the Partner Help Center: <http://goo.gl/h410L>

Activate Your Cause

Challenge:

How do I activate an inexpensive outreach campaign on YouTube? What can I do to build awareness of my organization and cause on YouTube? How do I mobilize supporters and volunteers and drive donations?

Strategy:

Learn how to leverage branding on YouTube and utilize unique features to nonprofits (external annotation links, call-to-action overlays, and Google Checkout Donate button) to help reach potential supporters, volunteers and donors.

Creator Playbook Sections:

Metadata

Thumbnails

Channel Page Optimization

Annotations

Call-to-Actions

Activate Your Cause

Video is a powerful way to extend the reach and impact of your organization. A nonprofit YouTube channel can help you deliver your message to the world's largest online video community and second-largest search engine. It is therefore important to think of branding on YouTube as everything from the banner and avatar on your channel to the thumbnails and metadata that surround your videos. Metadata includes video titles, descriptions, and tags.

Metadata for Nonprofits

- **Titles** should be provocative and compelling. Arrange by keywords first, branding last as illustrated by this example from UnculturedProject.
- **Descriptions** should accurately reflect the message and content of the video. Include a standard tagline in all video descriptions to highlight your mission. Offer helpful links which may include more information about your cause/organization, how people can become involved, and where to donate. Don't hesitate to include a call-to-action to subscribe, share, or like the video as a form of support.
- **Tags** should be plentiful and reflect a good range of common and specific keywords. Save time by creating a set of standard tags that can be applied to all of your videos. Update your video tags to reflect new search trends related to news, current events, or global initiatives relevant to your cause.

The Gift of Clean Water - Project for Awesome

unculturedproject 57 videos

0:00

Like

Support by Subscribing. Please help this become the most subscribed channel on the issue of global poverty.

This isn't charity, this is an experiment in community. Find out more at:

<http://youtube.com/UP>
<http://uncultured.com>

Tags:

UnculturedProject Uncultured Project Save the Children Project for Awesome P4A 2009 Pond Sand Filter Clean Water Poverty Aid Development WASH BioSand Filter Bio Sand Filter Bangladesh Barguna iPhone YouTube World Suck Nerdfighters Tour de Nerdfighting John Green Hank Green

Metadata Uncultured Project "The Gift of Clean Water – Project for Awesome"

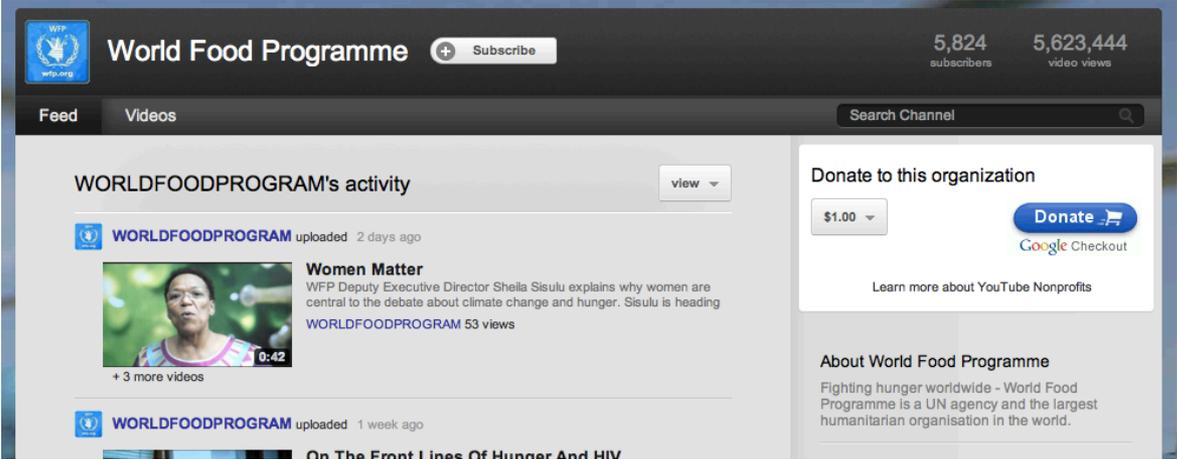
Activate Your Cause

YouTube’s new homepage and Channels layouts make it a whole lot easier for viewers to subscribe to nonprofit channels. Here are some pointers to help you make the biggest impression with the new branding features.

Channel Branding

- Opt in to the new Channel branding, and add your organization’s Google Checkout button to the page (see page 7).
- Create a relevant, short text description of your cause and organization. This will have prominent placement around YouTube that helps drive new subscriptions.
- Select a great avatar for your organization. These are just as important as the video thumbnail images you choose for your videos. They should be eye-catching, bright, close-up, and high resolution.
- Select an impactful video to feature on your channel that gives viewers a strong, first impression of your organization. The featured video also appears to potential subscribers in a preview pane from the homepage.
- Enable the optional Featured Tab to easily organize and display your content. There are four templates. Consider the amount and type of content you have before selecting your template. For example, if you don’t produce a lot of new videos, but you organize a lot of videos into playlists, consider the Creator template.

Avatar



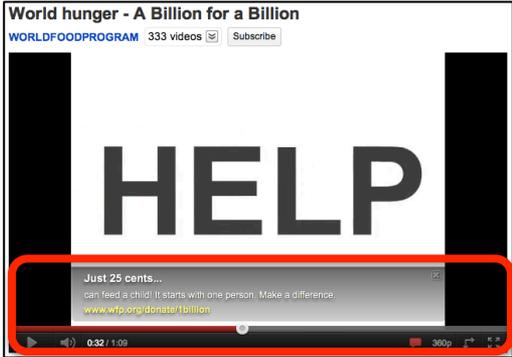
Donate Button

Description

Activate Your Cause

By utilizing best practices in the Calls-to-Action (CTAs) and Annotations sections of the Playbook, you can build awareness and successfully mobilize audiences on YouTube to join your movement. Verbal CTAs can be highly effective when they come from celebrity spokespersons or compelling subjects in a video (more on page 11). Another effective strategy is to use CTAs in Annotations and/or CTA Overlays. Nonprofit partners are allowed to use external links in Annotations and CTA Overlays, which can be great vehicles to drive campaigns.

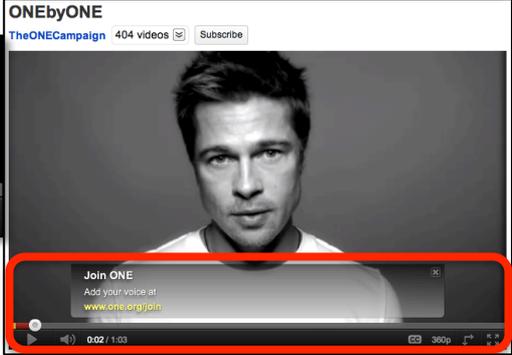
Raise donations World Food Program



Call-to-Action Overlays

Can be used to raise donations, drive viewers to a website or petition, enlist volunteers, promote a fundraising event, and so much more!

Enlist supporters The One Campaign



Promote event The One Campaign



Activate Your Cause

Annotations

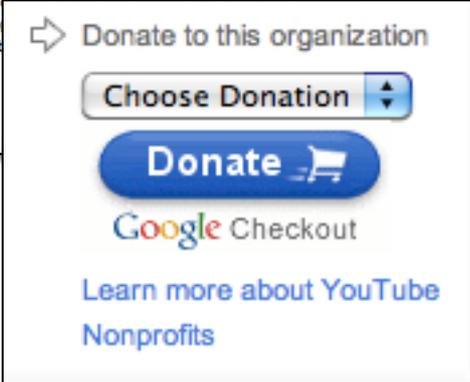
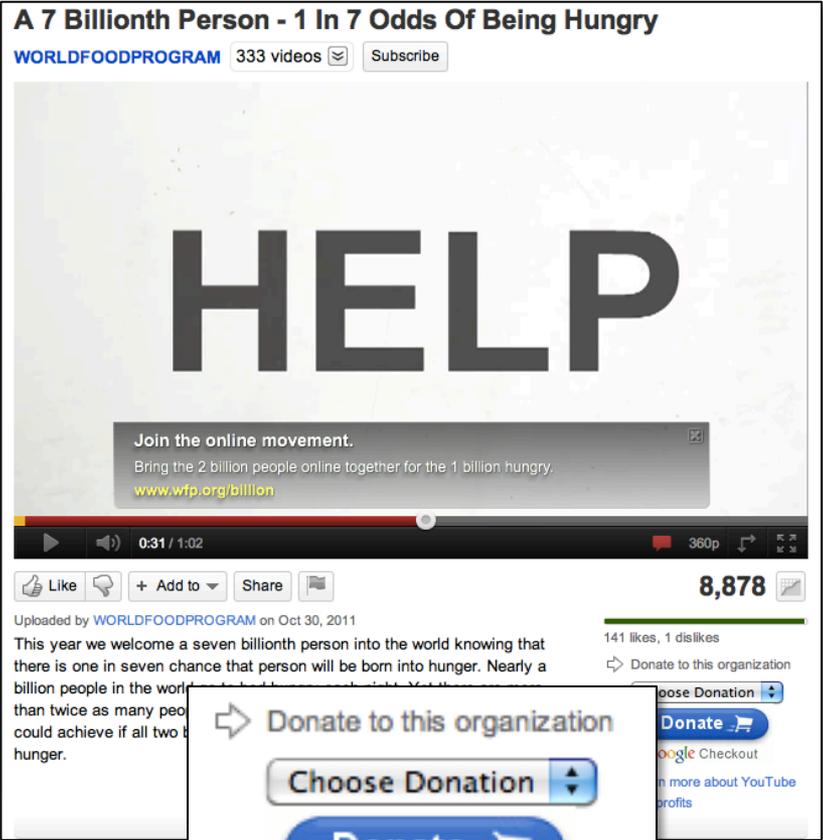
Can be used for a variety of fundraising efforts: provide additional context to your cause, solicit support, subscriptions, signatures or donations, and outreach via social media.



Annotations Stillerstrong

Google Checkout “Donate” Button

Another feature nonprofit partners can use to drive donations is a Google Checkout “Donate” button. Once you sign up for it, go to your Google Checkout Options, enter your ID and Merchant Key, and choose donation amounts. Once you've filled in the information, the button will appear on your public profile and all of your video pages. If you are opted into YouTube’s new Channel design, you can find the Google Checkout options in the upper right-hand corner of “My Channel” and click on the “Donations” link. In the old layout, you can access it from the “Profile” box on “My Channel” and select “edit.”



Storytelling for Causes

Challenge:

How can I raise awareness and promote action with my videos? How can I engage and sustain an audience of potential supporters, volunteers and activists around my cause?

Strategy:

Regularly produce and program content that is timely and relevant, leverage celebrity spokespersons and real subjects to tell your story, and actively involve your audience.

Creator Playbook Sections:

The First 15 seconds

Call-to-Actions

Regular schedule and frequency

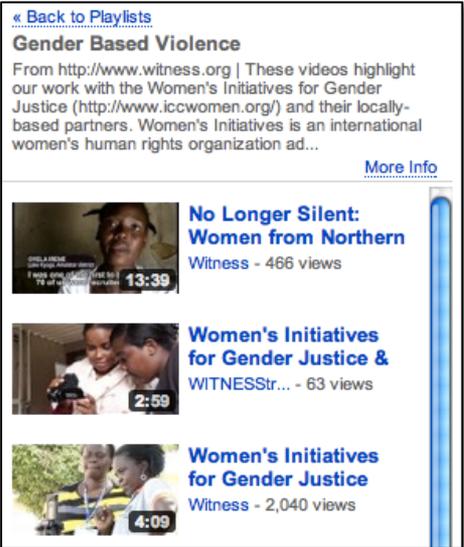
Playlists and Video Responses

Involve Your Audience

Tent-pole Programming

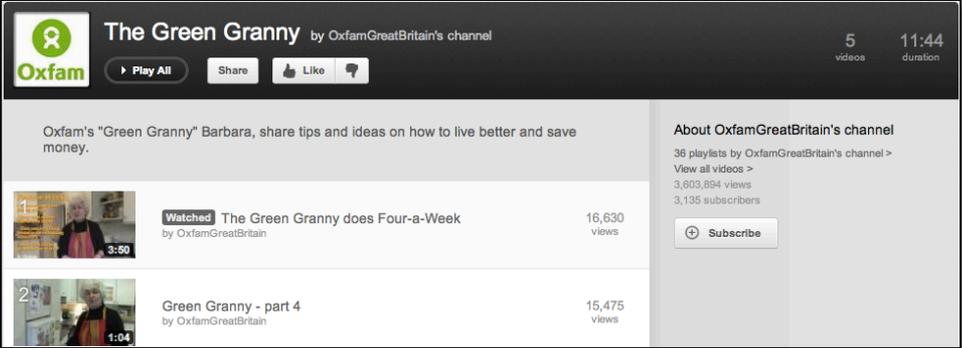
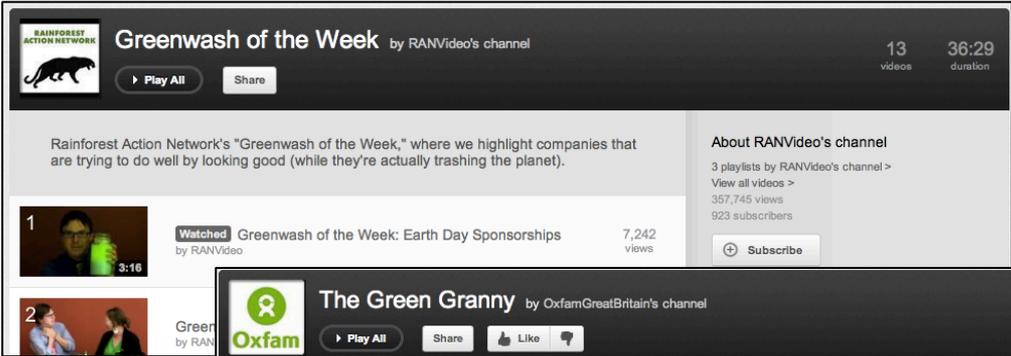
Storytelling for Causes

Just as it's important for nonprofits to maintain a consistent fundraising schedule, the same rule applies to how you program content on YouTube. Stick to a regular schedule and consistently program content around your fundraising calendar. Making video a regular part of your initiatives and scheduling content around tent-pole events can help extend the impact of your campaign. To stay relevant on YouTube, it's key to upload videos and program content on your channel on a consistent basis.



Witness' "Gender Based Violence" series

RANVideo's "Greenwash of the Week" series



Oxfam's "The Green Granny" series

Serial Content

Maintain a regular schedule by releasing a series of videos around a particular issue related to your cause. The examples shown are from Nonprofits who created regular thematic content, then organized the videos into playlists to feature on their channels. If you create a playlist, be sure to include the release schedule in the description along with the overall message conveyed in the videos.

Storytelling for Causes

Aligning your video fundraising and outreach efforts with larger tent-pole initiatives or cultural events relevant to your campaign will maximize exposure to your cause. Packaging and producing content around tent-pole events (e.g. World AIDS Day, Earth Day, World Refugee Day) can help you build momentum from search trends, audience interest, and promotional opportunities. Also, seize opportunities to respond to current events that impact your mission. You can do so by posting videos that explain your position to relevant news stories.



Tent-pole and current events.

TheOneCampaign "World AIDS Day event"

An exclusive World AIDS Day event: The
by TheONECampaign
211,244 views

InvisibleChildrenInc "Black Friday Fundraising"

INVISIBLE CHILDREN
invisiblechildreninc's Channel

Subscribe All Uploads Playlists

DECEMBER 14th
\$2,000,000

0:16 / 2:54 360p

Info Favorite Share Playlists Flag

Black Friday Fundraising Like

RAN Activist Confronts Chevron CEO Over Oil-
by RANVideo
1,036 views

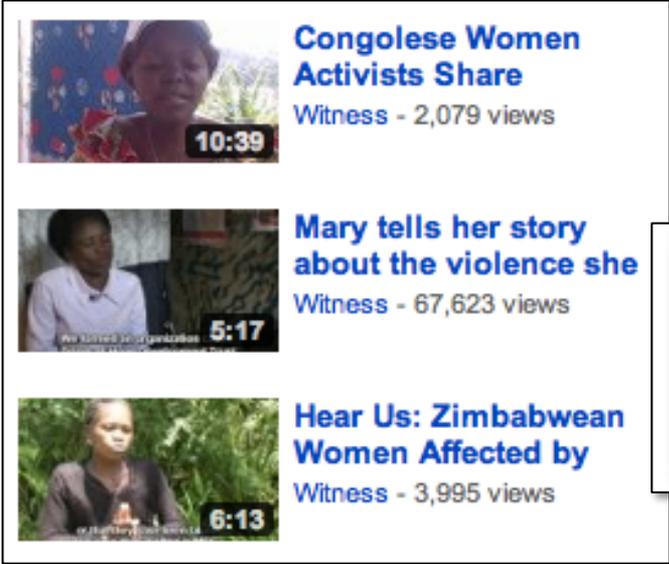
Black Friday Fundraising
by invisiblechildreninc
278 views

RANVideo "Ran Activist Confronts Chevron CEO Over Oil-Contaminated Water in Ecuador"

Storytelling for Causes

Celebrities and personalities can help drive the success of your videos on YouTube. If you have access to well-known figures, companies or other entities affiliated with your cause, consider how to get them involved with your video strategy. Celebrities are among the most searched terms on YouTube each year, which represents a real opportunity to leverage star power to build awareness to your cause. That said, it's important to remain authentic and run a video campaign that genuinely reflects your organization's sensibility. It also helps to feature subjects who can attest to the importance and impact of your work. The best spokesperson doesn't always have to be a celebrity, it can be the person you are trying to help with your cause.

Witness exposes human rights violations by empowering people to share their personal stories of abuse on video.



Congolese Women Activists Share
Witness - 2,079 views
10:39

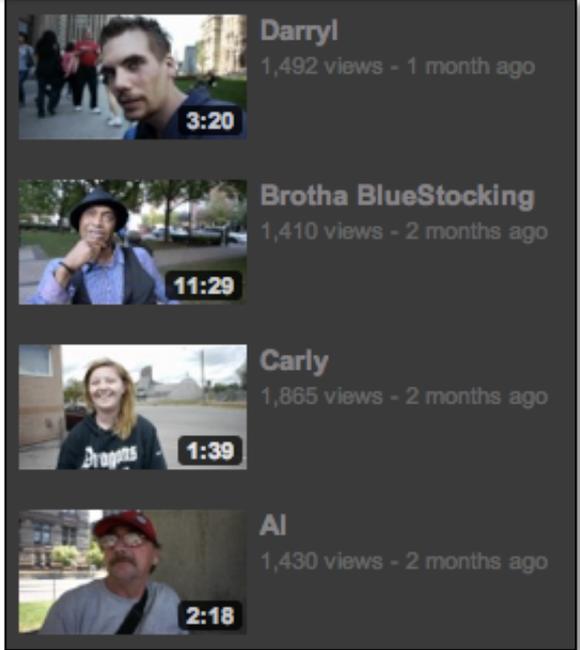
Mary tells her story about the violence she
Witness - 67,623 views
5:17

Hear Us: Zimbabwean Women Affected by
Witness - 3,995 views
6:13

Real stories from real people.




InvisiblePeople.tv
invisiblepeopletv's Channel [Subscribe](#)



Darryl
1,492 views - 1 month ago
3:20

Brotha BlueStocking
1,410 views - 2 months ago
11:29

Carly
1,865 views - 2 months ago
1:39

Al
1,430 views - 2 months ago
2:18

InvisiblePeople.tv features videos of individual homeless people sharing their own stories.

Storytelling for Causes



Scarlett Johansson - Video Journal - Part 1
This is the first installment of **Scarlett's** video journal from her trip to Dadaab, Turkana and Lodwar with **Oxfam** to shine light on the drought and ...



Scarlett Johansson - Video Journal - Part 2
This is the second installment of **Scarlett's** video journal from her trip to Dadaab, Turkana and Lodwar with **Oxfam** to shine light on the drought ...



Scarlett Johansson - Video Journal Part 3
This is the third installment of **Scarlett's** video journal from her trip to Dadaab, Turkana and Lodwar with **Oxfam** to shine light on the drought and ...

Scarlett Johansson raises awareness of drought, famine and the food crisis in East Africa in a personal, video journal series for OxfamIreland.

Celebrity involvement and endorsement.



The F Word: Famine is the Real Obscenity (US)
Clooney, Jessica Alba, Idris Elba and more unite behind ONE's new **campaign** world's attention again on the famine and food crisis ...
HD by [TheONECampaign](#) | 2 months ago | 468,538 views

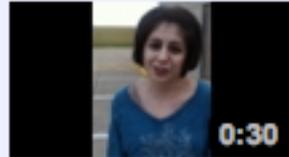
Celebrities join forces to create a provocative campaign video to raise attention to the famine and food crisis for TheOneCampaign.



Stephen Colbert Defines American
2,963 views - 1 month ago



Define American - Julie Erfle
1,028 views - 3 weeks ago



Julieta Garibay on how she defines
182 views - 2 weeks ago



Russell Simmons Defines American
419 views - 1 month ago

Stephen Colbert, Russell Simmons and other celebrities create videos to shed light on problems with the U.S. immigration system for the DefineAmerican campaign.

Storytelling for Causes

Involve Your Audience

YouTube is an interactive worldwide community, and there are a number of creative ways to inform the audience, mobilize participation, and raise awareness of your organization. Keep these fundamental best practices in mind as you dream up the next video campaign for your cause.

- Create a standard call-to-action video that conveys a clear message about your campaign.
 - Be concise and catchy, especially in the first few moments of the video.
 - Acknowledge the audience and offer a clear call-to-action for support (share video, subscribe, get involved, spread the word, donate, etc.).
 - Create conversation and dialogue about your work. Ask questions and solicit responses.
 - The Moderator tool, available to all users, lets you hold your own public forum. The audience can submit comments or questions via text, video or tweets, and vote on the ones they like the most. The best submissions rise to the top.
 - Be sure to select the right person or subject to tell your story (see page 11). Consider tapping a YouTube personality to be your spokesperson.
- Create an interactive video petition to involve, engage and mobilize your audience.
 - Urge the community to respond to your video by creating one of their own.
 - Provide examples and a suggested script.
 - Feature video responses from the community in a playlist on your channel.
 - Create a compilation video with the video responses to extend your message.

For additional guidance, refer to 'First 15 seconds,' 'Call-to-actions,' and 'Involve Your Audience' sections of the Creator Playbook.

Storytelling for Causes

It Gets Better: Dan and Terry
IT GETS BETTER PROJECT + Subscribe 7 Videos

0:40 / 8:32

1,657,594

Uploaded by itgetsbetterproject on Sep 21, 2010
Take the pledge: <http://www.itgetsbetterproject.com/youtube>

12,876 likes, 802 dislikes

- HOUSE Cast says "It Gets Better"**
by itgetsbetterproject
72,194 views
- Glee's Max Adler: It Gets Better**
by itgetsbetterproject
410,084 views
- Obama: It Gets Better**
by itgetsbetterproject
358,489 views
- It Gets Better: Ke\$ha**
by kesha
2,135,496 views

Collaborative Video Petition ItGetsBetterProject "It Gets Better: Dan and Terry" (generated more than 30,000 UGC videos from celebrities, activists, politicians, and media personalities)

Video Responses (72 Responses)

charity water -- PLEASE HELP!!
Subscribe Plz!! + Subscribe 470 Videos

0:01 / 3:24

264,378

Uploaded by justine on Feb 3, 2009

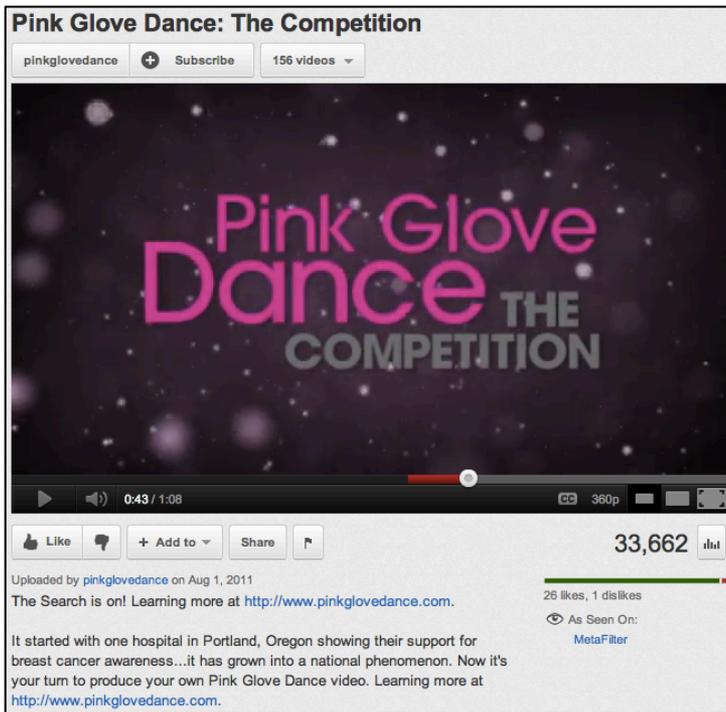
HELP MAKE A COLLAB VIDEO!!
INFO AT THE END OF THIS VIDEO
AND IN THE SIDE BAR!

- charity: water 2011 Walk 4 Water...
3,109 views JohnMngCW
- Re: charity water -- PLEASE HELP!!
833 views MIM!heartsMAC
- fresh2o Appeal
2,036 views givefivel
- Twestival (Minneapolis) 2009
3:09

Make a response video this one holding up a dirty glass of water. You can also email it to me: charitywater@ijustine.com

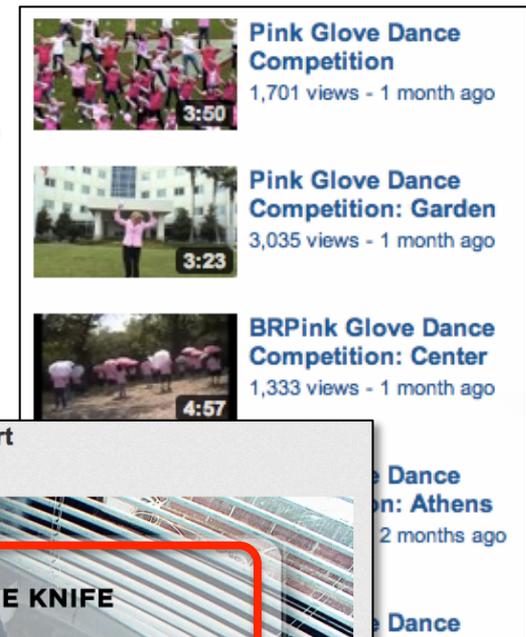
Collaborative Video Petition iJustine "charity water -- PLEASE HELP!!" (generated 72 video responses from the community holding up a dirty glass of water)

Storytelling for Causes



Collaborative Video Petition

PinkGloveDance "Pink Glove Dance: The Competition" (original Pink Glove Dance video generated more than 13 million views, inspired countless video responses, and a competition).



Interactive Video, Involve Your Audience

ADifferentEnding "Choose A Different Ending: start"



If you want to be really creative about how you get your message across, use Annotations to create an interactive, "choose-your-own-adventure" style video. This video for the Drop the Weapons campaign lets the viewer decide what to do in a series of life or death decisions. It's intended to educate kids about the consequences of making the wrong decisions.



Campaigning on a Shoestring

Challenge:

How can I pull off a video campaign with limited staff, budget and production resources?

Strategy:

Reach out, partner up and collaborate with other YouTube creators and organizations to drive new supporters to your cause.

Creator Playbook Sections:

Cross-promotion and Collaboration

Involve Your Audience

Blog Outreach

Other Social Media

Campaigning on a Shoestring

Don't have the bandwidth? Don't worry. There are several ways to tell your story and stay relevant on YouTube with limited time and resources. Making a video can be as simple as turning on the camera and giving a quick status update about your campaign. You can also flip on your webcam and spend a couple minutes thanking your supporters on YouTube. Another good approach is to ask other YouTube creators for help and seek opportunities to partner up with organizations working toward similar goals. There are many ways to collaborate, cross-promote, and distribute your content. Here are a few strategies to help you get started.

Cross promotion and Collaboration

- Make a call-out video asking the community for help creating videos for your cause.
- Reach out to specific YouTube creators with a big presence on YouTube. Some would be eager to help make a video for a good cause. (see iJustine/Charity Water example on page 14).
- Find similar organizations working toward the same cause. Share resources and work together on videos that will benefit you both.
- You don't have to create videos to have an active presence on YouTube. Leverage other content that is relevant to your cause.
 - Feature other YouTube videos on your channel that promote your cause.
 - Create themed playlists that feature videos from the broader community rallying around similar causes. For more information about playlists, see page 48 in the Creator Playbook.
 - Like, favorite, create playlists, and watch videos. These actions will appear in your activity feed and will be visible to your subscribers.

Campaigning on a Shoestring

Project for Awesome (P4A) is an annual charity project founded by popular YouTube stars, the VlogBrothers, and organized by the YouTube community. It's the perfect opportunity to collaborate with a YouTuber to promote your cause. Every December, YouTube creators make videos for charities of their choosing and then spend two days viewing, commenting and favoriting the videos to help make them more visible on the platform. Last year, the event was said to raise \$100,000 for charities.



Cross Promotion Vlogbrothers "Nerdfighting in Bangladesh" and "The Bank of Nerdfighteria" supporting UnculturedProject and Kiva.



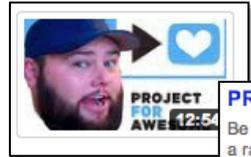
PROJECT FOR AWESOME 2010: Save the Children and Partners in Health
 Subscribe to www.youtube.com On twitter use the hashtag #p4a (You can follow along with the conversation by going to www.tweetchat.com and ...
 by [vlogbrothers](#) | 4 months ago | 126,389 views



Project For Awesome
rocketboom.com Click on the link at [Project For Awesome](#) is, how it will be by [ROCKETBOOM](#) | 4 months ago



Project For Awesome! P4A! charity : water
 Let's build a well together :) mycharitywater.org ** Subscribe to [mycharitywater.org](#) All the money this video makes from the ads ...
 by [ijustine](#) | 4 months ago | 389,595 views



PROJECT FOR AWESOME!
 Be sure to watch the live show tomorrow night at 8pm EST. We will be giving away a raffle ticket to win a life size moldin...
 by [SHAYTARDS](#) | 4 months ago | 37,000 views

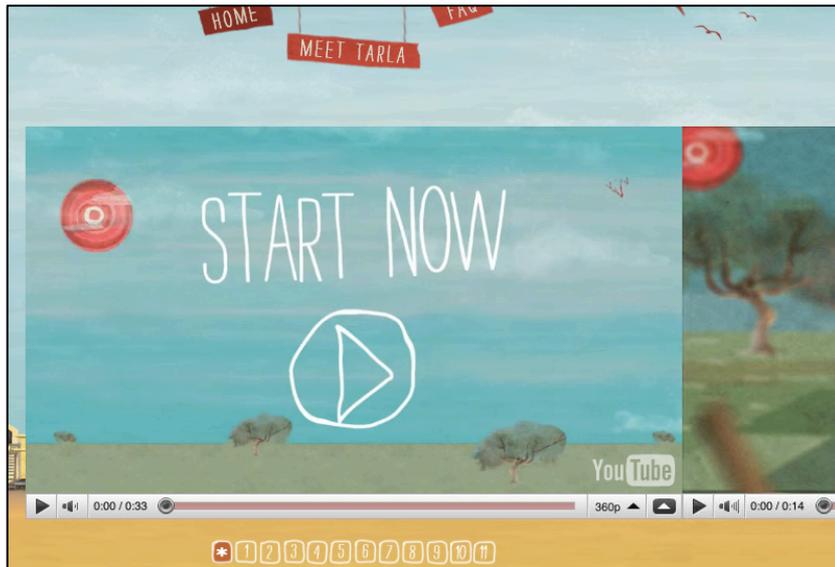


Project for Awesome: Children International
 LINKS! Children International: www.children.org Aweso...
www.projectforawesome.com Last Years Charity: www.projectforawesome.com
 by [meekakitty](#) | 4 months ago | 189,764 views

Campaigning on a Shoestring

To amplify your message, it's not only important to 'broadcast yourself' on YouTube, but everywhere you can reach potential supporters.

- Target your outreach and create a list of blogs, sites and influencers. Be sure to include a link with the embed code.
- **Embed, embed, embed** in your newsletter, emails, on your website, in your blog. Urge supporters to do the same.
- Share video links on Google+, Facebook and Twitter. Ask followers to +1, share or retweet your video in a show of support.
- Engage with your supporters on YouTube and social media, especially in the first few hours after you upload a new video.



[invisiblepeopletv's Channel - YouTube](#)
www.youtube.com/user/invisiblepeopletv
 The purpose of this vlog is to make the invisible vis



InvisiblePeople.tv
 @invisiblepeople FOLLOWS YOU
 :: changing the story of homelessness :: managed by @careyfuller, a homeless mother living near Seattle, with occasional ramblings from @haRdLyNOrMal
 Los Angeles · <http://invisiblepeople.tv>

Social Media

InvisiblePeople.tv – Social media outreach and engagement. A homeless woman helps manage the Twitter and Facebook accounts.

[invisiblepeople.tv | Facebook](#)
www.facebook.com/invisiblepeopletv
 invisiblepeople.tv - changing the story of homeless story about a homeless man on Hollywood Blvd wh
[invisiblepeople - Twitter](#)
twitter.com/invisiblepeople +1



invisiblepeople.tv Like
 Non-Profit Organization
 Wall invisible
 Share: Post Photo
 Write something...
 invisiblepeople.tv
 Fresno homeless camp gets temporary
 latimes.com <http://ow.ly/7TJ8M>

Appendix

Example Links	22
Nonprofit Program Requirements	23
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Example Links

Playbook Guide

Activating Your Campaign

- 4 Uncultured Project “The Gift of Clean Water – Project for Awesome” <http://www.youtube.com/watch?v=GJubQzKYMGg>
- 5 World Food Programme Channel Page <http://www.youtube.com/worldfoodprogram>
- 6 World Food Program “World hunger – A Billion for a Billion” <http://www.youtube.com/watch?v=6jSBW0BOPqM>
- 6 TheOneCampaign “OnebyOne” <http://www.youtube.com/watch?v=ZD4jv21GjrM>
- 7 Stillerstrong <http://www.youtube.com/watch?v=dsmpjFN5xS0&>

Storytelling for Causes

- 9 Witness “Gender Based Violence” Playlist <http://www.youtube.com/Witness>
- 9 Oxfam “The Green Granny” series <http://www.youtube.com/playlist?list=PL6359F636936E3F27>
- 9 RANVideo “Greenwash of the Week” series <http://www.youtube.com/playlist?list=PL8FF0E044B7BFDF7C>
- 10 InvisibleChildrenInc “Black Friday Fundraising” <http://www.youtube.com/watch?v=6KTySNyLxvg>
- 10 TheOneCampaign “World AIDS Day Event” <http://www.youtube.com/watch?v=ABrI1GNs3u8>
- 10 RANVideo “Ran Activist Confronts Chevron CEO...” <http://www.youtube.com/watch?v=cKK44c0bmSM>
- 11 InvisiblePeople.tv <http://www.youtube.com/invisiblepeopletv>
- 12 OxfamIreland – Scarlett Johansson http://www.youtube.com/watch?v=am_BVWNjqKo
- 12 DefineAmerican – Stephen Colbert <http://www.youtube.com/watch?v=lqJyfoVqlc>
- 12 TheOneCampaign “The F Word: Famine is the Real Obscenity” http://www.youtube.com/watch?v=dzcRSr6PW_o
- 14 ItGetsBetterProject “It Gets Better: Dan and Terry” <http://www.youtube.com/watch?v=7lcVvyg2Qlo>
- 14 iJustine “charity water – PLEASE HELP!!” <http://www.youtube.com/watch?v=UCneumQisC4>
- 15 PinkGloveDance “Pink Glove Dance: The Competition” http://www.youtube.com/watch?v=GSUqmjN4_UY
- 15 ADifferentEnding “Choose A Different Ending: start” <http://www.youtube.com/watch?v=Y-DCd97Hz7g>

Campaigning on a Shoestring

- 18 Vlogbrothers “Nerdfighting in Bangladesh” <http://www.youtube.com/watch?v=PEtIR0xHDfk>
- 18 Vlogbrothers “The Bank of Nerdfighteria” <http://www.youtube.com/watch?v=2j81IEqBCe0>
- 19 AGirlStory.org <http://agirlstory.org>
- 19 InvisiblePeople.tv <http://invisiblepeople.tv>

Nonprofit Partner Program

Requirements

Organizations applying for the YouTube Nonprofit Program must meet the following criteria.

- U.S. organizations must have current 501(c)(3) status, as assigned by the Internal Revenue Service, to be considered for the YouTube Nonprofit Program.

The following organizations are not eligible for the YouTube Nonprofit Program:

- Programs requiring membership and/or providing benefit solely to members, such as clubs, sports teams, alumni, networking and other membership organizations.
- Religious content or proselytizing on website as well as organizations that use religion or sexual orientation as factor in hiring or populations served.
- Groups serving a primarily political function such as lobbying, think tanks and special interests.
- Commercial organizations, credit-counseling services, donation middleman services, fee-based organizations, universities, and nonprofit portals.
- Google reserves the right to award or deny the application of any organization. Selections are made at Google's sole discretion, and decisions regarding award recipients are final.
- For full guidelines, please see the Google for Nonprofits site.

Nonprofit Partner Program

Resources

Product

- YouTube Nonprofit Program: www.youtube.com/nonprofits
- YouTube Creator Playbook: www.youtube.com/playbook
- YouTube Creator Hub: www.youtube.com/creators
- Partner Help Center: <http://goo.gl/h410L>
- Moderator on YouTube: www.youtube.com/moderator
- YouTube Direct: www.youtube.com/direct
- Call-to-action overlays: <http://support.google.com/youtube/bin/answer.py?hl=en&answer=150471>

Nonprofit Partner Support Queue

- Nonprofit partners can email nonprofits@youtube.com for support.

Video

- How to use external annotations: <http://www.youtube.com/watch?v=ZK38BWy-O9E>

Contests

- Nonprofit Video Awards (culminates annually in March): <http://www.youtube.com/nonprofitvideoawards>
- YouTube Good Work (culminates annually in June): <http://www.youtube.com/goodwork>

Thanks!

Feedback

Is this document helpful? Are we missing anything?

Let your YouTube contact know how we are doing!