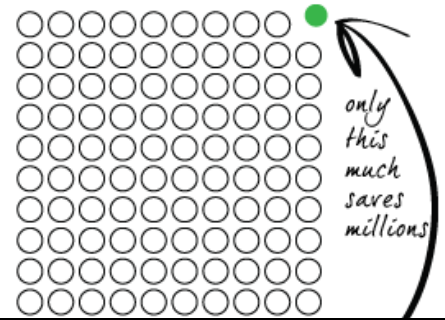


CAMPAIGN I: 1% FOR THE NEW YEAR

January 23-February 3



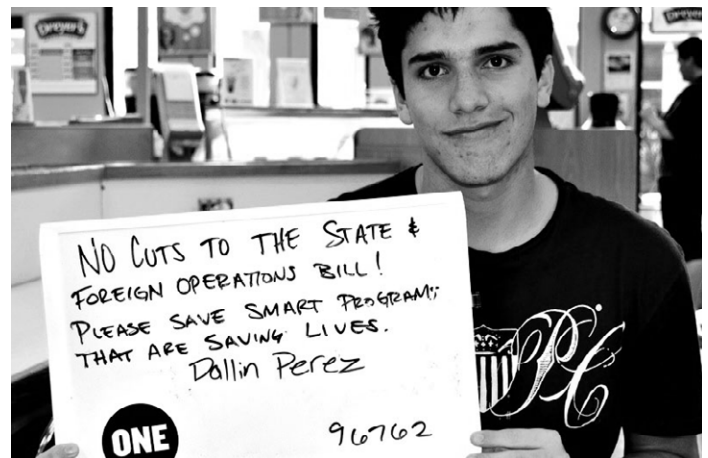
THE CHALLENGE:

In just a couple of weeks, President Obama will announce his budget for FY2013. As you know, less than 1% of the total US budget helps fund poverty-fighting programs that save millions of lives in the developing world. So for this challenge, let's show President Obama just how many people care about the 150 Account and let's make sure he knows we're keeping a close eye out for his budget request.

Looking for an easy way to get started? Grab a white board or poster, include one of our sample messages below, sign your name, add your zip code and snap a picture! Get started by using some of our favorite sample messages below. Write them on a white board or a poster, sign your name, add your zip code, and snap a picture!

We'll take your high-resolution photos, print them out, and hand-deliver them to the White House. Just create a Facebook album and [email us](#) the link.

1. I care about the world's poorest people
2. I am committed to the fight against extreme poverty
3. My faith says to care for the least among us
4. I support programs that work
5. 15 million kids alive today because of U.S. efforts
6. No child should die from a preventable & treatable disease
7. What happens there, matters here
8. A more stable world is a safer world
9. Please support smart policies that are saving lives
10. An American legacy to be proud of



ONE (OR TWO) BRIGHT IDEAS:

Design and create your own signs or eye-catching banners and take a picture at an iconic spot on campus or in your community. Mobilize other student groups, athletic teams and community leaders to do the same. And be creative – you'll receive an extra 10 points per high quality photo!*

Want to double your impact? Then have everyone [call or write the White House](#) and encourage the Administration to preserve funding to the 150 Account. Remember to [report your actions](#) - you'll receive 15 points per call and 20 points per hand-written letter (5 points for form letters).

THE PRIZE:

The winning campus will be judged on how creatively they executed their challenge on campus and on the number of high-quality photos they submit to us in D.C. The top campus will receive a pack of exclusive ONE gear, 500 points bonus and some high-quality prints of their photos.

*10 points for the first 100 photos – 5 points per photo for every photo submitted thereafter.

If you have any questions, feel free to [contact us](#) or visit www.one.org/campus.