



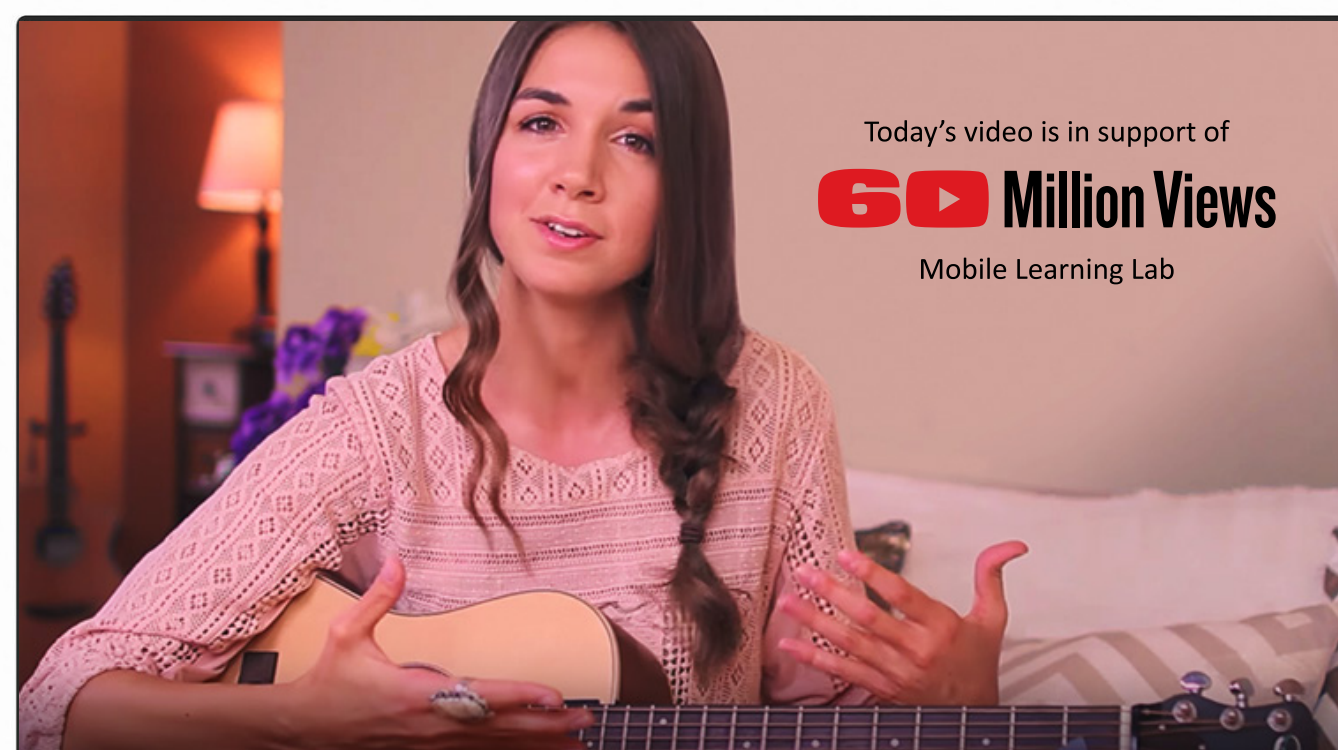
## 60 MILLION GIRLS' SOCIAL CAMPAIGN THAT TURNS LEARNING INTO DONATION DOLLARS.

We'll create a social campaign that encourages content creators to contribute an educational YouTube video in support of our cause, and donate the generated ad revenue to the Mobile Learning Lab initiative. It works like this—simply watch the YouTube videos that use our tag, and all cumulative video views are transformed into actual charitable dollars. The more Canadians learn, the more marginalized girls will have access to education.

**60,000,000**  
VIDEO VIEWS  
=  
**200,000**  
STUDENT HOURS

 On YouTube, we'll use notable content creators to launch our platform by encouraging them to create educational videos and title them using the #60MillionViews tag. This will inspire the larger YouTube community to participate and help it grow by contributing their own videos. More views means more ad revenue means more donations.

 On Facebook, we'll build intrigue with provocative targeted social posts that drive viewers to watch related educational videos based on their interests. Each post will raise awareness of the issues that are directly preventable with more education.



### #60MillionViews | How to Play 'Stairway to Heaven'

37K views



**Guitar Goddess**  
450K subscribers

 **SUBSCRIBE**

Today's video was made in support of the #60MillionViews campaign to educate and empower marginalized girls. Let's turn learning into donations for 60 Million Girls' Mobile Learning Lab Initiative. Get involved at <http://60millionsdefilles.org/en/>

Up next

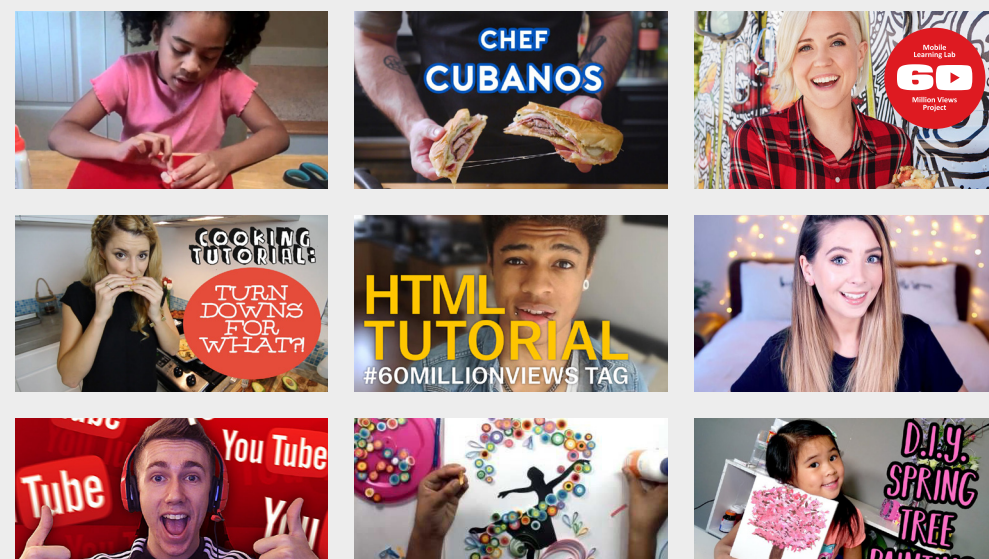
Autoplay




### #60MillionViews | How to Plant an Avocado Tree




### #60MillionViews | What Colour is the Sky?



 On Reddit, we'll create a bot that actively seeks out key words that relate to our #60MillionViews videos. When a user posts about a topic covered by one of our videos, the bot serves up a link to the video, driving more views.

 [-] **TereIID** 357 points 2 hours ago  
Is Pluto still a planet or what?  
[permalink](#) [embed](#) [save](#) [report](#) [reply](#)

 [-] **60millionviews\_bot** [score hidden] 44 minutes ago

Hi, I'm a bot for linking people to educational videos. I have found a video you might find interesting. All the ad revenue is donated to 60 Million Girls' Mobile Learning Labs Initiative to make sure marginalized girls worldwide have access to educational resources. Every view counts. OR check out [60millionsdefilles.org/en/](http://60millionsdefilles.org/en/) to see how else you can get involved.



### #60MillionViews | Is Pluto Still A Planet? [9:34]

Hope you learned something interesting today! The ad revenue from this video is being donated to 60 Million Girls' Mobile Learning Labs Initiative in support of their #60MillionViews campaign. The more you learn, the more access to learning to the most vulnerable and marginalized girls. Check out [60millionsdefilles.org/en/](http://60millionsdefilles.org/en/) to get involved!



## **1.**

### **60 MILLION VIEWS**

We'll create a social campaign that encourages content creators to contribute an educational YouTube video in support of our cause, and donate the generated ad revenue to the Mobile Learning Lab initiative. It works like this—simply watch the Youtube videos that use our tag, and all cumulative video views are transformed into actual charitable dollars. The more Canadians learn, the more marginalized girls will have access to education.

**2.**  
YouTube is a resource used by Canadians when they need further information on any number of given topics. For marginalized girls in Africa without access to the internet, YouTube isn't an option. Instead, they rely on Rachel, a device from the Mobile Learning Lab. The same way Canadians use video content on YouTube to learn new skills and ideas, these underprivileged girls spend time on their devices to do the same.

The revenue generating stream on YouTube allows the creators of the content to be compensated for their talents. In turn, creating a program that brings together educators and students to donate to a charity that empowers educators and students across the world.

**3.**  
On YouTube, we'll use notable content creators to launch our platform by encouraging them to create educational videos and title them using the #60MillionViews tag. This will inspire the larger YouTube community to participate and help it grow by contributing their own videos. More views means more ad revenue means more donations.

On Facebook, we'll build intrigue with provocative targeted social posts that drive viewers to watch related educational videos based on their interests. Each post will raise awareness of the issues that are directly preventable with more education.

On Reddit, we'll create a bot that actively seeks out key words that relate to our #60MillionViews videos. When a user posts about a topic covered by one of our videos, the bot serves up a link to the video, driving more views.

**4.**  
The Mobile Learning Lab is a self-directed learning tool full of academic content virtually mirroring the use of YouTube as it continues to grow and become one of the most ubiquitous education platforms.

By leveraging a community of creators who've built a community of viewers with their talents, we're able to inspire them to share those talents to help grow the Mobile Learning Lab further.

With each view, ad-revenue climbs and more money is donated. The goal of 60 million collective views on our growing number of videos equates to hundreds-of-thousands of student hours per year.

While 60 million views are the goal—it's just the beginning.