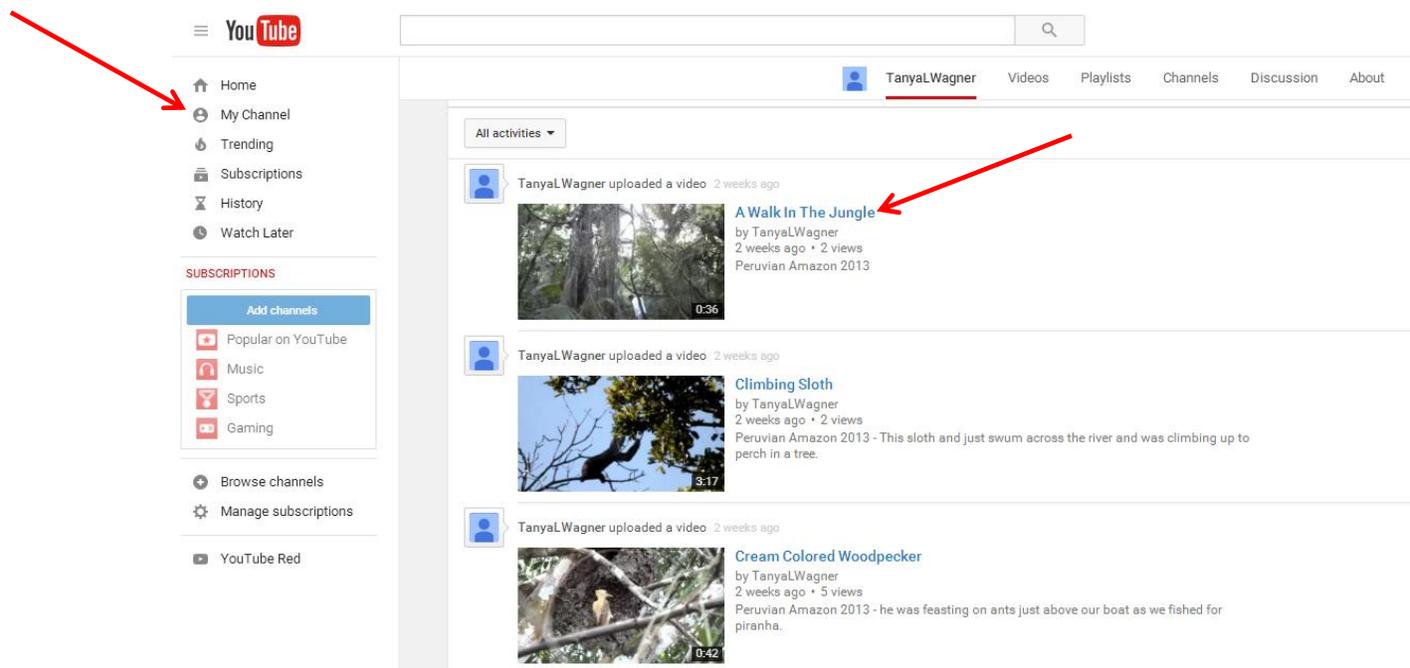


YouTube Donation Cards

Here is a guide to show you how to add donation cards to your videos to raise money on behalf of nonprofit organizations you support.

1. Login to YouTube.
2. Click “My Channel” in the left menu.
3. Click on any video in your channel.



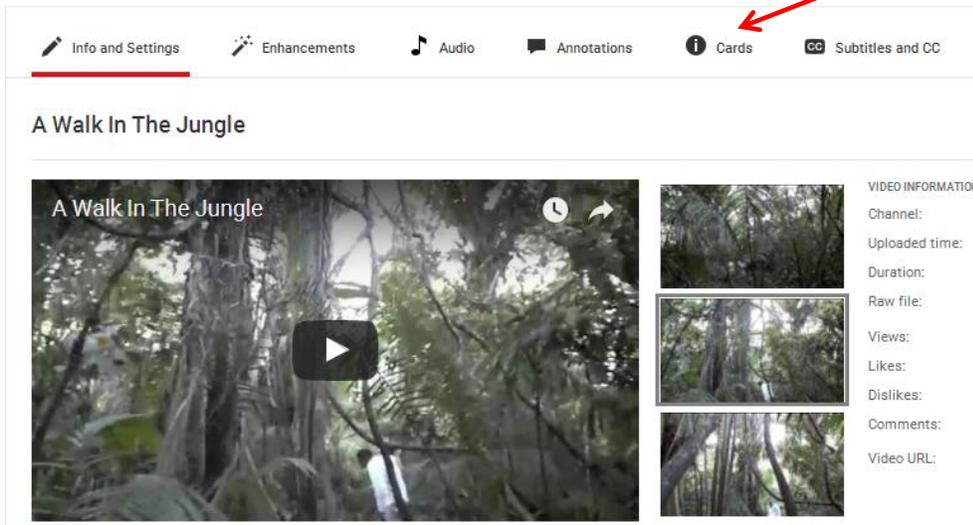
YouTube Donation Cards

4. Click the Video Manager button just under the video.



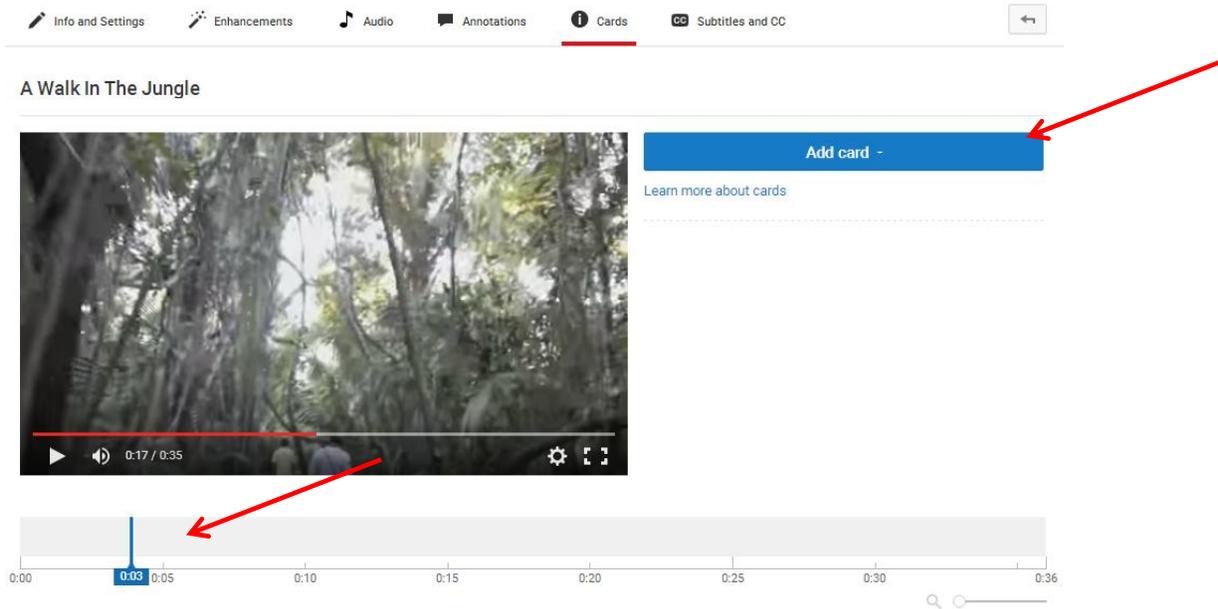
5. Click "Edit" next to the video into which you'd like to insert a donation card.

6. At the top of the page, click the "Cards" icon.

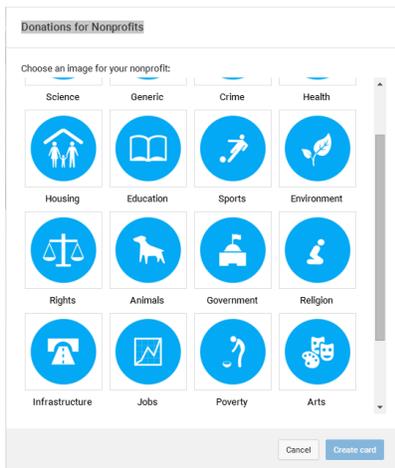


YouTube Donation Cards

7. Drag the slider to choose a spot in the video when the card will appear and click the “Add Card” button. Click the “Create” button next to “Donation” in the menu that appears.



8. Type in the name of your nonprofit to search directory of approved nonprofits.



9. Select an image that relates to the organization’s mission.

YouTube Donation Cards

10. Enter Card Title: **Support (Organization Name)!**

11. Enter Call to Action: **Donate Now**

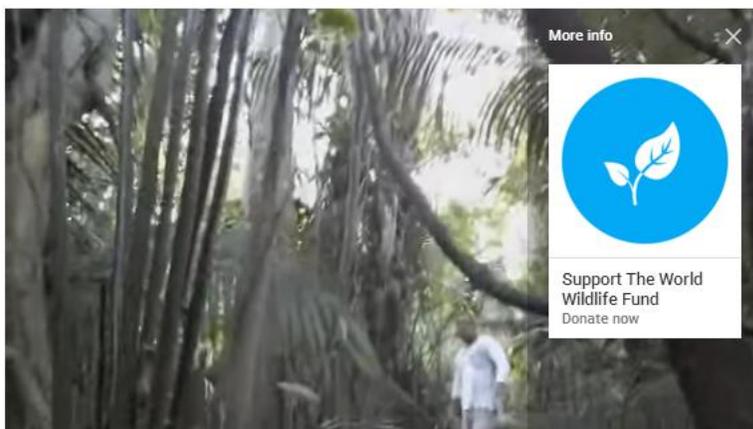
12. Enter Teaser Text: **Save the planet!**

13. Click "Create Card".

Now, when a viewer is watching the video and reaches the spot where a card was placed, a little message with the teaser text will pop up in the right corner:

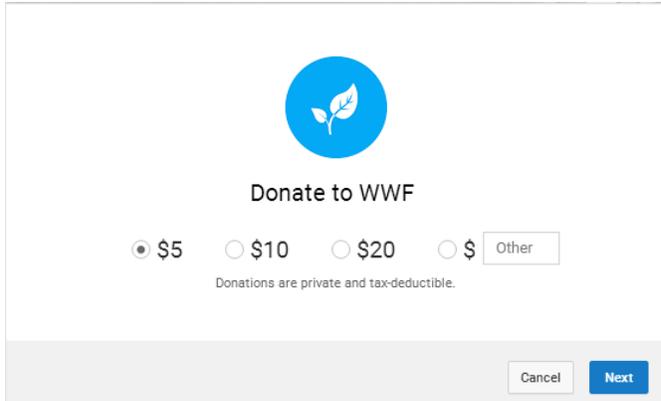


If the viewer clicks on the teaser, the full card appears with the image, title and call to action.

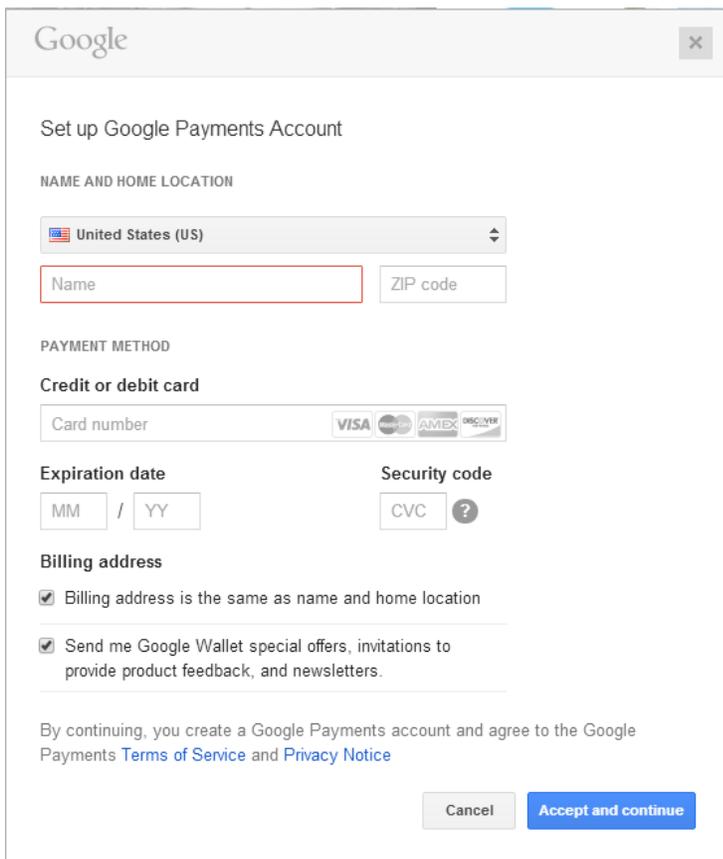


YouTube Donation Cards

If the viewer clicks the card, a donation screen appears over the video as it plays:



A donation screen for WWF. At the top center is the WWF logo, a blue circle with a white leaf. Below it, the text "Donate to WWF" is centered. Underneath, there are four radio button options: "\$5" (selected), "\$10", "\$20", and "\$ Other". Below these options, the text "Donations are private and tax-deductible." is centered. At the bottom right, there are two buttons: "Cancel" and "Next".



A Google Payments Account setup screen. At the top left is the "Google" logo, and at the top right is a close button (X). The main heading is "Set up Google Payments Account". Below this is the section "NAME AND HOME LOCATION", which includes a dropdown menu for "United States (US)", a "Name" input field, and a "ZIP code" input field. The next section is "PAYMENT METHOD", with the sub-heading "Credit or debit card". It includes a "Card number" input field with logos for VISA, Mastercard, AMEX, and DISCOVER. Below that are "Expiration date" (MM / YY) and "Security code" (CVC) input fields. The "Billing address" section has two checked checkboxes: "Billing address is the same as name and home location" and "Send me Google Wallet special offers, invitations to provide product feedback, and newsletters." At the bottom, there is a paragraph: "By continuing, you create a Google Payments account and agree to the Google Payments [Terms of Service](#) and [Privacy Notice](#)". At the bottom right, there are "Cancel" and "Accept and continue" buttons.

-END-