

# YouTube Associated Website Tutorial

When you encourage your supporters to create a direct link from their YouTube cards to your organization’s website, the organization benefits not only from the initial donation, but they have the opportunity to thank and cultivate donors.

Here are instructions that guide your constituents through the process to create a direct link to your site.

If, at any point, your organization is not happy with a user’s content, you can withdraw permission for them to link to your website.

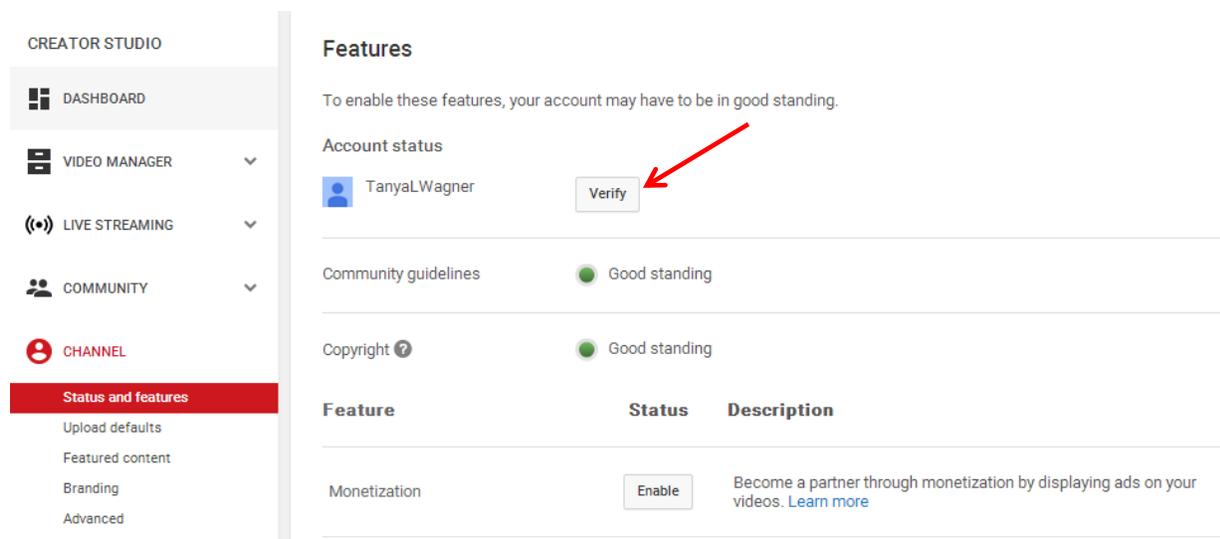
To do this, your webmaster will sign into Google and go to <https://www.google.com/webmasters/tools/associates?>

Choose your website from the verified property list. Select the objectionable YouTube account and click “delete”



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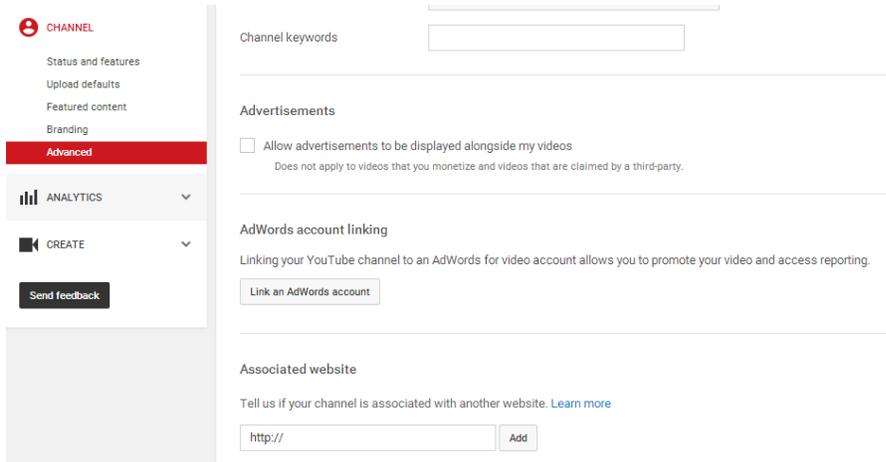
1. Login to YouTube.
2. Click “My Channel” in the menu on the top left.
3. Click “Video Manager” at the top of the screen.
4. Click “Channel – Status and Features” in the left menu.
5. If you have not verified your YouTube account. A button labeled “verify” appears in your Account Status section. Click it and follow the steps to verify your account.



Once your account has been verified, the button no longer appears and your Account Status indicates “Verified”.

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6. Click “Channel – Advanced” in the left menu.



7. Enter the organization’s URL in the “associated website” field and click “request approval”.

## Associated website

Tell us if your channel is associated with another website. [Learn more](#)

● Pending

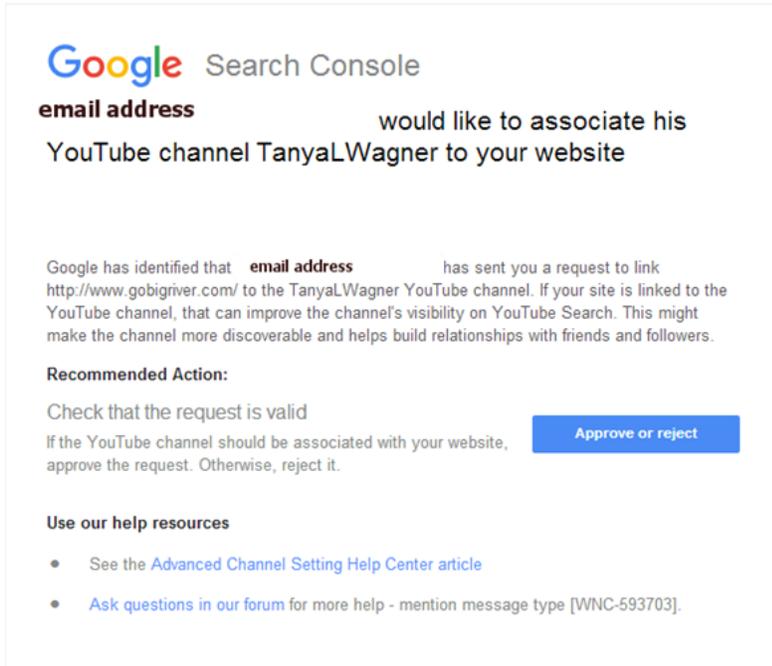
You can [request approval](#) from the website owner or if you own the site, [verify](#) that you own it.

## Channel recommendations

- Allow my channel to appear in other channels' recommendations
- Do not allow my channel to appear in other channels' recommendations

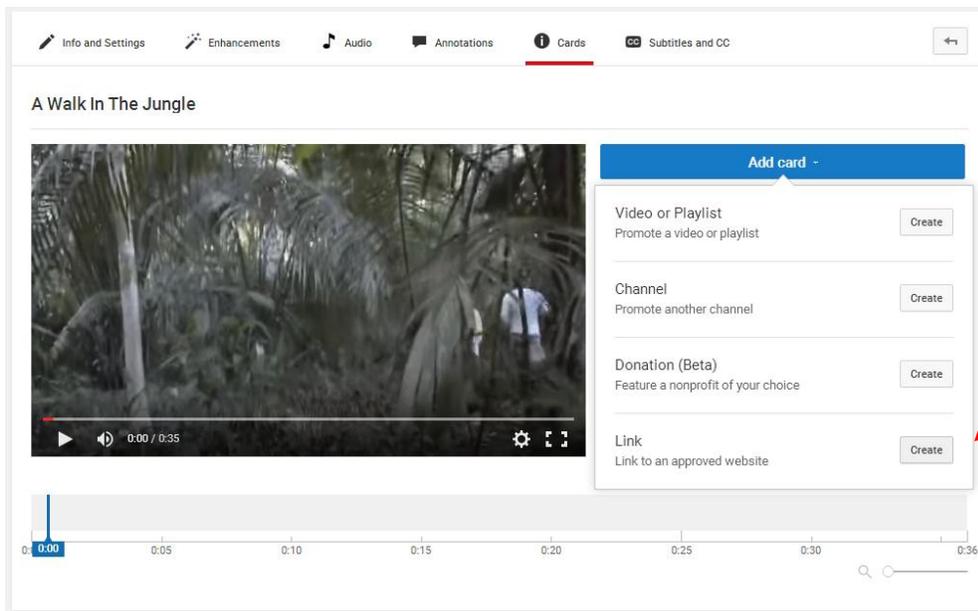
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8. The organization's webmaster will get a notification that looks like this:



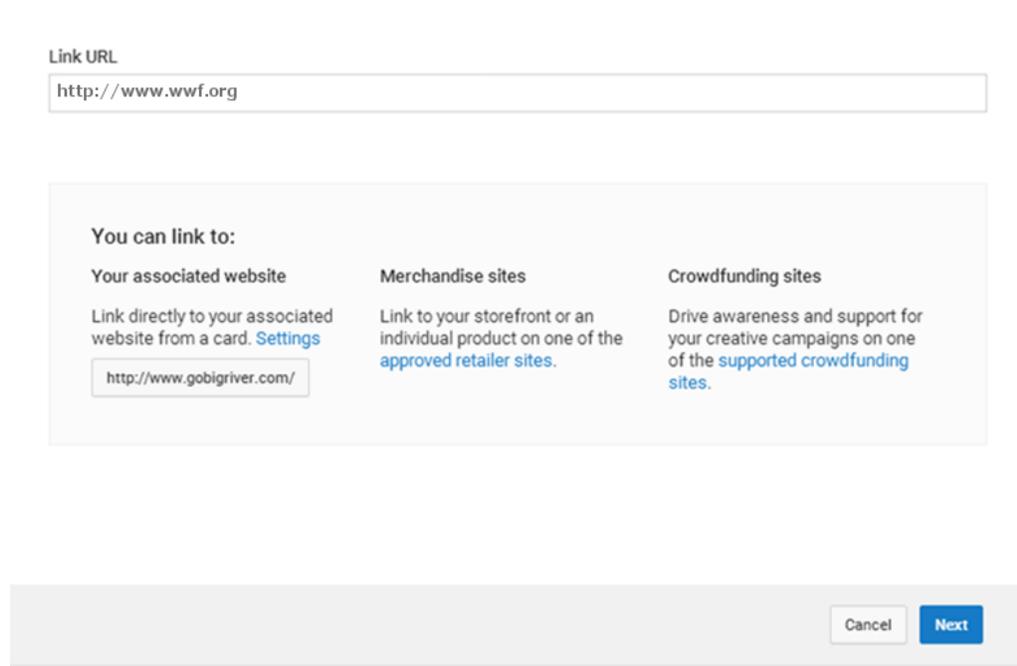
Once approved, you will be able to create cards in your videos that link to the organization's website.

9. Select a video. Click Edit. Click the CARDS icon in the top menu. Choose the LINK option from the dropdown menu.



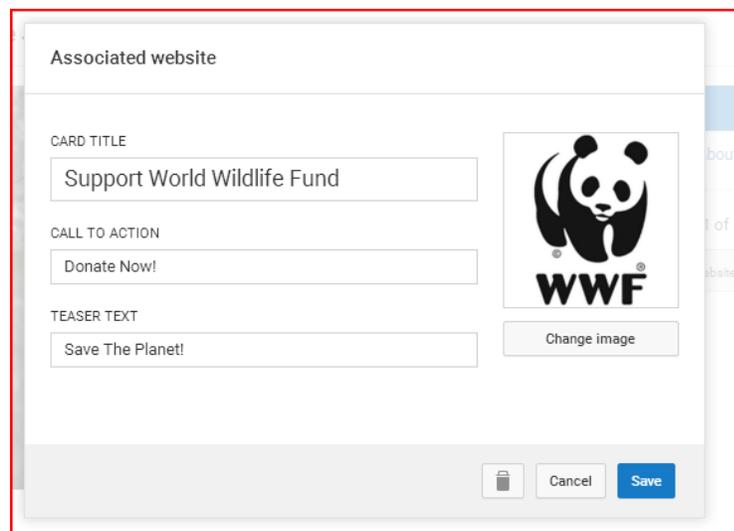
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10. Enter the organization's URL into the Link URL field



The screenshot shows a form with a "Link URL" field containing "http://www.wwf.org". Below it, a section titled "You can link to:" offers three options: "Your associated website" (with a "Settings" link and a text box containing "http://www.gobigriver.com/"), "Merchandise sites" (with a link to "approved retailer sites"), and "Crowdfunding sites" (with a link to "supported crowdfunding sites"). At the bottom right, there are "Cancel" and "Next" buttons.

11. Insert Card Title, Call to Action and Teaser Text. Upload the organization's official logo for the image.



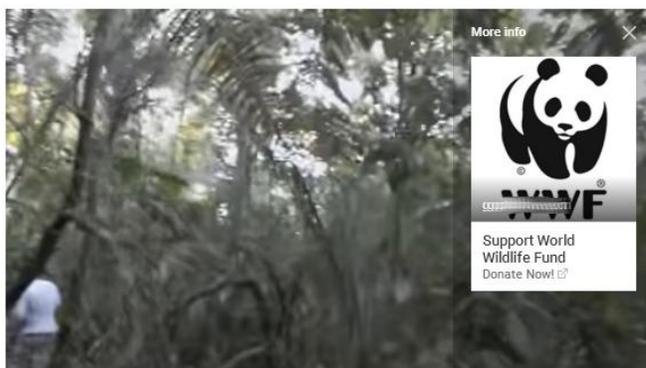
The screenshot shows a form titled "Associated website" with three text input fields: "CARD TITLE" (containing "Support World Wildlife Fund"), "CALL TO ACTION" (containing "Donate Now!"), and "TEASER TEXT" (containing "Save The Planet!"). To the right of these fields is a logo of a panda with "WWF" below it, and a "Change image" button. At the bottom, there are "Cancel" and "Save" buttons.

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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. Clicking the card takes a user to the organization's website to donate. When done this way, donations go directly to the organization and the organization gets to keep all the donor data so it can follow up and cultivate the relationship.



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