

ICE BUCKET CHALLENGE 2015

Guidelines for a Legitimate Soaking and Super-Successful Campaign

From fundraising campaign to viral video sensation, the Ice Bucket Challenge took the country by storm last summer when ALS patients Pat Quinn and Pete Frates teamed up to raise awareness of the disease.

What has since been recognized as one of the most successful and innovative fundraising campaigns of our time, began with a simple dare:

**DUMP A BUCKET OF ICE WATER
ON YOUR HEAD (WHILE FILMING)
TO PROMOTE ALS AWARENESS,
AND MAKE A \$100 DONATION
TO SUPPORT ALS RESEARCH.**

This simple, yet effective prompt began the YouTube and Facebook frenzy responsible for raising \$220 million globally on behalf of ALS.



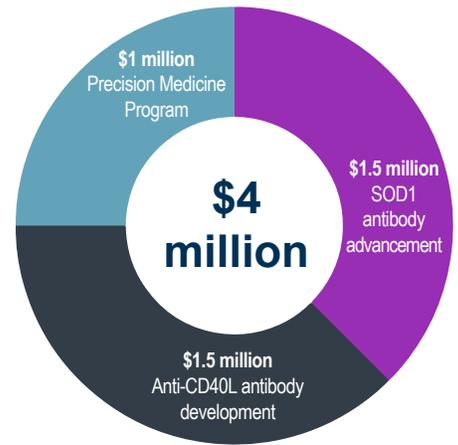
ALS.NET





ALS.NET

ALS.net received **\$4 million** from the Ice Bucket Challenge In 2014. Since then, **every penny** has been spent on research.



1 Challenge or be challenged by someone.

2 Accept the challenge and make a donation to ALS.net, where 100% will be spent on research into ALS cures.

3 Prepare your materials.



4 Film it! Keep it short and to the point (<2 mins is best!)

5 Upload your video to Facebook, YouTube, etc. Please tag **@ALSTDI** and **#ALSIceBucketChallenge**

Videos must include:

1. Your name.
2. Who challenged you.
3. Acceptance of the challenge with full name ("I *first and last name* accept the ALS Ice Bucket Challenge").
4. The website ALS.net (if you can make a sign with our website and logo, to hold up in your video, even better!)
5. Three more people you want to nominate (inform them that they have 24 hours to complete it).

Thank you for accepting the Ice Bucket Challenge and helping to end ALS! Please make your donation at www.als.net/icebucketchallenge.