SO YOU WANT TO TAKE THE AL S ICE BUCKET CHALLENGE

A HELPFUL HOW-TO GUIDE FOR THE ICE-BUCKET CHALLENGE.

COMPLETING THE ALS ICE BUCKET CHALLENGE IN FOUR EASY STEPS!

1 ACCEPT: Accepting that you have been challenged is the first step. Once you’ve done this, you’ll want to prepare a bucket of ice water or iced-water. You will need frozen water, liquid water, a bucket, and of course, courage.

2 RECORD: Before you dump the bucket of ice water over your head, make sure you are recording your ALS Ice Bucket Challenge. You may also wish to gather family or friends, so that they can laugh at you in person. Call out three or more people to take the challenge and raise awareness and money to fight ALS! Then dump ice water over your head!

3 UPLOAD: Post your video to the World Wide Web and soak in the satisfaction as your friends make note of your good-hearted, charitable nature.

@Jackson! @Annie! @Scarlett!

#ALSIceBucketChallenge

4 GIVE: While you are waiting for your video to go viral, consider making a donation to support the ALS community. Every video, share, and dollar donated makes a difference in the fight against this disease!

www.alsa.org/donatenow

Individuals who want to save water may wish to fill their buckets with an alternate substance...like spare buttons, kale, or good karma. Get creative. For other ways to be drought conscious and still participate in the ALS Ice Bucket Challenge, visit www.alsa.org.

This August...and every August until there is a cure.

Leading the fight to treat and cure ALS through global research and nationwide advocacy while also empowering people living with the disease to live fuller lives by providing compassionate care and support. Together, with ALS charities around the world, we thank those who have accepted the challenge of ending this cruel disease. To find out more visit ALSA.org

THE ALS ASSOCIATION 1275 K STREET NW, SUITE 250, WASHINGTON, D.C. 20005 WWW.ALSA.ORG

ARE YOU GENERALLY A CHARITABLE PERSON?

YES. NO.

The ALS Ice Bucket Challenge is perfect for you. Perhaps a charitable gesture will do you some good.

DO YOU ENJOY BEING DOUSED IN FRIGID WATER?

NOT ESPECIALLY. YES.

You could just make a donation...but you should just buck up and douse yourself with ice water AND make a donation to this worthy cause.

DO YOU CONSIDER YOURSELF A GOOD SPORT?

YES. NO.

Good!

Even Better!

HAS ANYONE CHALLENGED YOU TO DO THE ALS ICE BUCKET CHALLENGE THIS YEAR?

NO. YES.

Consider yourself challenged now!

WHAT ARE YOU WAITING FOR?!

YES! YOU ARE AN IDEAL CANDIDATE FOR THE ALS ICE BUCKET CHALLENGE! (Time to find a bucket!)