

#whatwouldyougive

Participant Guidelines

#1 Start now: Create your fundraising page (visit.als.net/whatwouldyougive for details; if you need help, email us at wwyg@als.net) and decide on your challenge idea and timing. Reach out to your network to start raising money. If you need help setting up your fundraising page, email us at wwyg@als.net.

#2 During your fundraising period: Post photos/video of yourself holding your #WhatWouldYouGive sign (provided by ALS TDI) on social media, using text like “I’m giving up my right arm for the day.” “I’m giving up my legs.” “I’m giving up the ability to feed myself on [date].” #whatwouldyougive #letsmakeALShistory

#3 Day of the Challenge: You’re doing something powerful today so you should feel good about it! You don’t have to be sad and depressed all day! Sarah Coglianesse shares that “sometimes when people help me with my basic needs, it can actually be funny!” Just keep in mind that the videos and images you post should reflect the purpose of the campaign: to share your experience and educate your social network. And let’s keep it respectful :)

#4 After the Challenge: Feel free to share any thoughts or experiences on social media with hashtag #whatwouldyougive. Continue encouraging your network to donate!

More information at als.net/whatwouldyougive

Participant Support

If you are interested in participating in the campaign, you will have access to a host of tools to help you raise funds and awareness of what you are doing to help remove the death sentence from ALS!

Supporting Materials:

- Social media toolkit, including assets such as video/photo/copy/Facebook frame
- Sample press release and e-mail language
- Print and digital #wwyg signs
- One-pager on ALS, the disease
- One-pager about the ALS Therapy Development Institute
- One-pager on how to involve a group/corporation
- One-pager on the impact of past #wwyg campaigns

**Since 2015,
almost 1,600
individuals
have raised
\$400k
to help bring
us closer to
a treatment
and cure.**

Contact

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