

**ALS
YOUTH
CHALLENGE**



TAKE ACTION. SPREAD HOPE.

ALS
ASSOCIATION

TAKE ACTION. SPREAD HOPE.



HELLO, FRIENDS!

Thank you for taking the ALS Youth Challenge, a chance for kids to rise to the challenge and help raise awareness and funding for ALS.

ALS, also known as Lou Gehrig's disease, is a fatal disease that affects nerve cells in the brain and spinal cord. Eventually, people with ALS lose the ability to move their muscles. This loss often leads to total paralysis and death within five years. There is no cure for ALS.

On May 19, 2019, ALS Youth Action Day — kids, teenagers, and young adults across the country will unite to take a stand against ALS. By challenging yourself to write letters, host an iced tea stand, play sports, take a pie in the face, or host another creative event, you'll be showing the world that ALS needs to be cured.

People choose to get involved in social change for all kinds of reasons. Maybe you have a family member battling ALS. Maybe you're like me, and you want to honor a father and grandfather or a friend you've lost to ALS.

Maybe you want to participate to honor someone in your community who is meeting the challenge of living with ALS as a caregiver, doctor, or scientist. Or, perhaps you don't know anyone with ALS but have been inspired by peers participating in Youth Action Day and wish to challenge yourself to join the movement.

No matter your reason, know that:

- You have the power to make a positive impact on the lives of people facing ALS.
- You have the creativity to create a plan, event, or idea to raise awareness or funds for ALS.
- You're not alone. Together with your peers, you will make a difference in the ALS community. Imagine the impact we can make if we all ask three friends to participate, and they in turn ask three more friends.
- You're the generation that must rise to the challenge and carry the fight against ALS into the future — and could be the generation that finds a CURE.

Thank you for joining with your peers across the country to help make your generation the first to create a world without ALS. We're on the verge of changing ALS forever. Your support will keep the momentum going! Now...it's time to get busy. Take Action. Spread Hope.

Best,

A handwritten signature in black ink, appearing to read "Melissa E. Hight".

STEP 1

CHOOSE YOUR CHALLENGE

Pick one of the challenges listed below or create your own awareness and fundraising idea! Kids across the country will be taking the ALS Youth Challenge on May 19, 2019 – Youth Action Day. But you can take the ALS Youth Challenge any day!

The following pages will give you step-by-step directions for each challenge.



Play Sports. Spread Hope.

Pick a sport, find a place to play, and recruit sponsors. There are fun ways to do what you love and raise awareness – and money – at the same time.



Pour Tea. Spread Hope.

Create your own iced tea stand. Raise money from donations and raise awareness with each customer.



Write Letters. Spread Hope.

Contact your local members of Congress and tell them why ALS research and legislation are important to you.



Throw Pies. Spread Hope.

Take a pie in the face and challenge your friends, teammates, even principal or teachers to do the same. Post the challenge on social media using this hashtag – **#ALSYouthChallenge**. Pass the challenge along and collect donations.



Educate Others. Spread Hope.

Create a presentation to teach your class, friends, school, or any organization about ALS and how it affects your family.



Share Your Hero. Spread Hope.

Take a picture of your ALS hero. It could be someone living with ALS, or a caregiver, scientist, or doctor participating in the fight against ALS. Post the photo to social media using both of these hashtags – **#ALSHERO** and **#ALSYouthChallenge**. Include a few sentences about how your ALS hero inspires you.



Use Your Imagination. Spread Hope.

Develop your own awareness or fundraising idea. Your ideas and passion are limitless. Show everyone your creativity as you help those fighting ALS!

STEP 2

REGISTER!



If you're under 18, ask your mom, dad, or another adult to help you!

Register your ALS Youth Challenge participation at: [Crowdrise.com/ALS-Youth-Challenge](https://www.crowdrise.com/ALS-Youth-Challenge)

1. Click "Join"
2. Create an account (you need an adult to help you with this part!)
3. Create your fundraiser by filling in details about your activity

Start planning your ALS Youth Challenge activity!

Share your plans on social media with the hashtag **#ALSYouthChallenge** (If you are participating on Youth Action Day, also use the hashtag **#ALSYouthAction**).



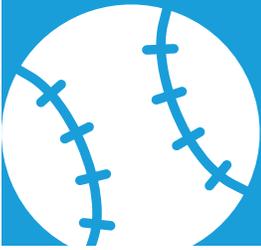
NEED HELP?

Reach out to:

Christina Flinn

christina@alstexas.org

Participants in Youth Action Day waive all claims against The ALS Association, sponsors or personnel for any injury that they may suffer from participation in the event and grant full permission for organizers to use photographs, videotapes, motion pictures, recordings or any other record of the event.



IDEAS FOR ACTION

PLAY BALL!

PLAY SPORTS. SPREAD HOPE.

1. Pick a sport.

Any sport can be used to spread hope and raise money for ALS. The first step is to choose a sport that you enjoy playing.

2. Pick a location.

Ask permission to use a town recreation field, school, church gym, or other large open space. Or use your own backyard!

3. Find supporters.

Use your ALS Texas fundraising page or a Facebook Fundraiser to collect donations for your event.

4. Promote your event.

Use social media to let people know about your ALS Youth Challenge activity. Make sure you include a sentence or two about why you're passionate about helping to create a world without ALS. And always include the **#ALSYouthChallenge** hashtag.

5. Gather supplies.

As your event day nears, collect any equipment you will need. Think about having water or snacks for your participants.

6. Have fun!

On your event day, remember to have fun! Take pictures and video post them to social media using the **#ALSYouthChallenge** hashtag.

SPORTS MARATHON

Pick an activity like bowling, a shoot around, or a game of catch. Then recruit some friends and set a time goal. Find sponsors who will donate for every ball caught, pin knocked down, or basket made. The possibilities are limitless!

RAISE AWARENESS DURING THE GAME!

Another way to turn sports into action is to work with your existing league to turn scheduled games into fundraisers. Ask your coaches to help you get in touch with the right people to host a 50-50 raffle or even fundraise at the concession stand!



IDEAS FOR ACTION

ICED TEA STAND

POUR TEA. SPREAD HOPE.

1. Pick a spot and a time.

Try to find an area with a lot of foot traffic (but is safe from cars and other dangers) and a time when people are likely to be thirsty. Make sure to ask permission if you're using a public space.

2. Set a goal.

Aim high. Be sure to ask for donations instead of charging for each cup. You'll be surprised how generous people can be.

3. Spread the word.

Post information about your iced tea stand on social media and in places throughout your community. Make sure you include a sentence or two about why you're passionate about helping to create a world without ALS. Let people know they can donate using your ALS Texas fundraising page or Facebook Fundraiser, even if they can't get to your iced tea stand. Use the hashtag **#ALSYouthChallenge** when you post.

4. Gather supplies.

Make signs, get pitchers, iced tea, and don't forget the ice!

5. Pour tea and collect donations.

Use a jar for cash donations. Collect all cash donations and send one check to the ALS Association of Texas at:

5830 Granite Parkway, #100-320
Plano, Texas 75024

*****DO NOT SEND CASH IN THE MAIL.**

6. Share your success.

Post photos and video from your iced tea stand to social media. Always include **#ALSYouthChallenge**.



IDEAS FOR ACTION

ADVOCACY

WRITE LETTERS. SPREAD HOPE.

1. Make a list.

Find out who your Congressional representatives and senators are by going to:

<https://www.house.gov/representatives/find-your-representative>

Make a list, including each person's name, title, mailing address, and email address.

2. Recruit help.

Ask your friends to come over for a letter-writing party.

3. Write letters.

Start your letter by explaining why ALS is important to you or how it has affected your family. Go to [ALSA.org/youthactionday](https://www.alsa.org/youthactionday) to find sample letters and learn about The ALS Association's legislative priorities – like more money for research.

4. Get social.

Post about your letter-writing activity on social media. Include this hashtag – **#ALSYouthChallenge**.

CLICK TO SEND YOUR LETTERS TO CONGRESS

The ALS Association's digital advocacy platform is a great way to communicate with lawmakers. Go to [alsa.org/advocacy/get-involved](https://www.alsa.org/advocacy/get-involved) to find your members of congress and send your letters.

HAVE YOUR CHAPTER HAND DELIVER LETTERS

In June, your local ALS chapter will be sending advocates to Washington, D.C. for one-on-one meetings with members of Congress. Get your letters to your chapter and an ALS advocate can deliver them directly to Congress.



IDEAS FOR ACTION

IN YOUR FACE, ALS

THROW PIES. SPREAD HOPE.

1. Ask someone to record a video of you taking the pie in the face.

Put whipped cream in a pie plate. Put your face into the pie plate. Name three friends to take the challenge. Ask each person who takes the challenge to donate \$5 to The ALS Association of Texas.

2. Post your video.

Post the video on the social media platforms you frequent. Include the **#ALSYouthChallenge** and **#InYourFaceALS** hashtags.

3. Write WHY you are taking this challenge with your post.

Explain your connection to ALS and why you are taking part in ALS Youth Challenge.

GROUP CHALLENGE

Ask your athletic team, class at school, sorority, fraternity, Girl Scout Troop, Boy Scout Troop, church youth group, or other affiliations to take a pie **#InYourFaceALS** with you as a group.

PIE IN THE FACE BOOTH

Set up a booth at a game, school event, town farmers market, or anywhere with the potential for many participants. Encourage others to take a pie in the face for \$5.

Ask your principal or teachers to be in the booth and charge students to put a pie in their face.



IDEAS FOR ACTION

PUBLIC SPEAKING

EDUCATE OTHERS. SPREAD HOPE.

1. Pick your audience.

You could choose to teach your Girl Scout or Boy Scout troop about ALS. You could teach your class, your whole grade, or even the entire school.

2. Ask for permission.

Determine the person to ask for permission to give your presentation.

3. Determine the format for your presentation.

Will you make a PowerPoint presentation, read an essay, make a poster, or create a video? You can decide the best way to present your information.

4. Research the facts.

Use alstexas.org to find information that informs your audience.

5. Create your presentation.

Help your peers understand how ALS affects your life. Decide how much of your personal story you wish to share with your audience. If you're comfortable doing so, explain the everyday difficulties of ALS and the courage it takes to face the disease. Illustrate with your facts why others should want to join your fight against ALS.

6. Give your presentation.

Have someone take pictures of you giving your presentation to share on social media with the [#ALSYouthChallenge](https://www.instagram.com/ALSYouthChallenge) hashtag.



IDEAS FOR ACTION

YOUR ALS HERO

SHARE YOUR HERO. SPREAD HOPE.

1. Take a picture of your ALS Hero.

Your hero might be someone living with ALS, or a doctor, a scientist, a caregiver, a social worker, or anyone who is fighting or has fought ALS with courage in their own way.

2. Get social.

Post the picture of your ALS hero to social media. Use both the **#ALSHERO** and the **#ALSYouthChallenge** hashtags. Include a few sentences about how your hero has demonstrated courage and persistence in the face of ALS.



IDEAS FOR ACTION **CREATIVITY**

GET CREATIVE. SPREAD HOPE.

1. **Choose a creative activity.**

Pick something you are passionate about. Are you artistic? Musical? Are you a gamer?

2. **Pick a location.**

Find the right venue for your event, and be sure to get permission if you need it.

3. **Find supporters.**

Use your ALS Texas fundraising page or a Facebook Fundraiser to collect donations, or collect donations at the door and send a check to your local ALS Association chapter. **DO NOT SEND CASH IN THE MAIL.**

Your ideas are limitless. Pick anything you like and turn it into an awareness or fundraising idea. Don't forget to post photos or video on social media using the hashtag **#ALSYouthChallenge**.

USING ART

Create a painting or picture and auction it off.

Hold an art show and charge an entry fee.

Hold an art class or teach others a new skill. Charge a fee for your knowledge.

USING MUSIC

Hold a concert and charge a cover.

Create a song about ALS and post on social media.

USING GAMES

Hold a board or video game tournament, charge an entry fee, and give a prize to the winner!



PROMOTE YOUTH ACTION DAY

SAMPLE MEDIA PITCH

Dear _____,

ALS is a progressive neurodegenerative disease that is 100 percent fatal, usually within five years. It affects everyone in the family – even kids. Children whose parents or other family members have ALS often serve as caregivers, even as they try to make sense of a devastating diagnosis and constant change. Many young people who have been affected by ALS talk about their challenges in talking about the disease with their family, friends, and other people in their community.

ALS Youth Action Day is a way to empower young people to play a leading role in the fight to create a world without ALS. It's a day set aside for kids with a connection to ALS to challenge themselves to raise awareness about the disease, challenge their peers to join the fight, and help to raise critical funding for research into effective treatments and a cure.

I am taking part in ALS Youth Challenge by **[fill in your activity here]**. I would love to talk with you about why I am participating and further explain how I am spreading hope to the ALS community. I hope you can help share my story and in turn recruit other youth to take action and help my generation be the first to create a world without ALS.

I look forward to hearing from you.

Best,
[signature]

ABOUT ALS



ALS is a progressive disease that affects nerve cells in the brain and spinal cord.



Eventually people with ALS lose the ability to move their muscles, which often leads to total paralysis.



ALS IS NOT
contagious.



THERE IS NO CURE.

Researchers are working to discover effective treatments and a cure to help people with ALS.

PEOPLE WITH ALS CAN STILL THINK, FEEL, LOVE.





alstexas.org

For more information please contact:

CHAPTERS - ENTER YOUR CONTACT NAME, TITLE AND EMAIL ADDRESS HERE.