

#whatwouldyougive

Opportunities for group/company involvement

#whatwouldyougive can be an engaging team-building exercise and all for a worthy cause! The challenge can happen on your own watch at any time during the year, but there will also be a big national push for participation during **August 1-8, 2017**. For groups/companies, it might work well during larger staff meetings, team outings or during a regular work day (some challenge ideas are far less disruptive than others). We want everyone involved! Here are a few ways to get things rolling:

- Group/company gathers members/employees in departments or small gatherings to take a photo with #wwyg signs.
- On a certain date, members/employees pick an hour (or more if desired!) and give up the use of arms/hands, voice or legs. On this date, employees post photos on social media using #whatwouldyougive, #EndALS and your own group/company-specific hashtag. Include your fundraising team's Classy donation link (we can help you get started!)
- Invite members/employees to share their experiences if possible. If some of them spent time in a wheelchair, what was that like to navigate the office or the train on the way to the office? If others gave up the use of their voice, how did that impact their day?
- Individual/team participants compete for "most dollars raised" prize/recognition.
- Group/company is also welcome to make a donation to the campaign. We would be grateful for any amount at the group/company's discretion. E-mail us at wwyg@als.net.



Partnership benefits

- Inclusion within #whatwouldyougive national and local media pitch efforts across print, broadcast and online outlets (complete list to be provided to partners).
- Inclusion in content appearing within author and women's magazine contributor Sarah Coglianese's (*Brain*, *Child Magazine*, *CNN*, *The Mighty*, *The New York Times*, *Redbook Magazine*, *Scary Mommy*, *Sweatpants & Coffee*) social channels including her popular blog "Speed for Sarah" (2,000 people read her posts on the first day they are published!)
- Brand visibility on the ALS Therapy Development Institute website, email communications (90,000 records/month) and social channels (Facebook: 15,000 followers; Twitter: 4,500 followers; Instagram: 1,700 followers), all targeting a global audience.
- The ALS Therapy Development Institute communicates with a national network of over 200 affiliates and ambassadors, who collectively have an additional reach of over 100,000 direct followers.

More information at als.net/whatwouldyougive

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