YOUTH LEADERSHIP · GRADES 6–12

Chain Reaction: Social for Good

ONE SHEET

Start something, then watch where it goes. One act of giving, shared with others, can travel further than you'd expect.

THE ICE BUCKET CHALLENGE

In 2014, people poured buckets of ice water on themselves, posted it on social media, and challenged three friends to do the same or donate to ALS research. It raised $115 million for The ALS Association. More than 17 million people around the world participated. One small, shareable action, done on camera and passed forward, that's a chain reaction. Look it up if you've never seen it.

STEPS 1 AND 2. START YOUR CHAIN, THEN PASS IT ON

STEP 1

Start your chain

Do one small act of giving. Then take a photo or video of it, or of yourself talking about it, whatever feels natural.

STEP 2

Pass it on

Share it, post, text, or DM, and challenge three people to do their own version within 48 hours. Give them one clear instruction: do one small act of giving, record it, and pass the challenge to three more people.

SHARE WITH CARE

Always ask permission before photographing, filming, or posting another person. You can share your action without showing who received it.

STEP 3. TRACK IT

Log your own act, then the three people you challenged.

MY ACT

What I did, in a few words.

_____

_____

_____

DATE _____

PERSON 1	DATE PASSED ON	☐ They kept it going
PERSON 2	DATE PASSED ON	☐ They kept it going
PERSON 3	DATE PASSED ON	☐ They kept it going

Each of your three people challenges three more, so by the third round your chain could reach 27 people. Ask your three people to tell you when they pass it on, then fill in what you hear below.

NAMES FURTHER DOWN THE CHAIN	ROUNDS I KNOW ABOUT	PEOPLE REACHED, BEST GUESS

STEP 4. LOOK BACK

Short, honest answers. Nobody is marking this.

How far do you think your chain went?

_____

_____

Did anyone you didn't expect join in?

_____

_____

What was different about doing this on camera instead of quietly?

_____

_____