



Video Instructions

How the Chili Pepper Challenge Works

Modeled after the Ice Bucket Challenge for ALS, we will use video and social media to drive engagement with Rotary.

- Post a video on social media that communicates you made a donation and ate a chili pepper. Challenge two more people to do the same.
- Each person makes a donation, eats a chili, challenges two more friends, and posts the video.

Step 1: Pick your preferred pepper! Yes, even the mild ones are okay – be safe! You know what you can handle.

Step 2: Get your script ready. Show your personality! Your comments should include a few key elements, such as these examples:

- **Introduction:** I'm taking the Hot, hot, hot Rotary Chili Pepper Challenge to raise money for local Rotary Club projects.
- **State your donation:** \$25 suggested minimum for Rotarians.
- **Challenge two friends:** Name the two friends, and challenge them to match your donation. (It is most effective to select people who follow you on social media, but you can also choose friends who are offline.)
- **Mention the donation page:** "Go to HotChiliPepperChallenge.com to make your donation."
- **Closing:** "Thank you for supporting Rotary and the Hot, hot, hot Chili Pepper Challenge."

Step 3: Start filming – any camera or smart phone will do. Using your phone makes it easiest to share your video on social media.

Step 4: Take a bite – don't be shy! A few theatrics make it fun.

Step 5: Upload the video to your social network of choice – Twitter, Instagram, Facebook, or YouTube! Be sure to tag the Chili Pepper Challenge and www.hotchilipepperchallenge.com wherever you upload the video, and use hashtag #ChiliPeppers4Charity.

Step 6: Go to www.hotchilipepperchallenge.com and make your \$25 minimum pledge donation.

Step 7: Relax and cool off. You're all done! It's as easy as that!