



# Hot or Not?

## ALS Ice Bucket Challenge

Last week we asked for your thoughts about the ALS Ice Bucket Challenge - and we were overwhelmed by your response!

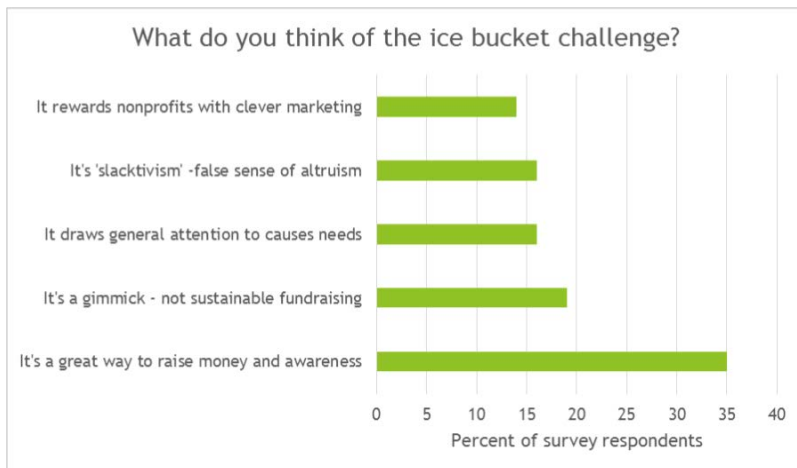
Over 100 people took the poll and over 40 left comments - [your opinions even caught the attention of the Arizona Republic!](#)

[We put together a summary report](#) - but below are just a handful of the comments that we received.

Toby Amir Fox, CFRE, Development Director for Alliance Member STARS [sent in an essay with her thoughts here](#). (Do you have an idea you'd like to share in the Connector? [Let us know!](#))

Thanks for taking our pulse poll and joining the conversation. We look forward to seeing how this story unfolds - and what it means to you.

---



THANK YOU to all of you who left your comments on our poll. Below are just a few that we received!

“They are missing out in engaging with these new donors or participants and just letting them walk away ice cold....”

"It's inventive and fun. So long as it is ethical, what difference does it make how funds and awareness is raised for a great cause?"

“I think that just like any kind of fundraising strategy, this kind of campaign should be one piece of a broader, multi-tiered development plan.”

“It's gimmicky, but it's working. Hopefully those who participate will take the time to research sustainable ways to support the cause.”

“It is flash in the pan fundraising... It also encourages our board members to think some slick event will solve all of our money problems quickly rather than supporting long-term relationship building”

"...The entire fundraising strategy of the ice bucket challenge is completely detrimental to the culture of philanthropy in the younger generations. They think it's all about "me, me, me" -- "look at me dumping ice water on my head! I'm such a good person" -- rather than actually opening up their pockets and donating to a cause that they have a personal connection with. Philanthropy is not about

showing your "Facebook friends" or "Twitter followers" how much cold water you can dump on your head. It's the emotions you get when you donate to a cause (without broadcasting it to the entire world!!!) and know that you are making a difference in someone's life--rather than enhancing your "social status" among your friends."

"My college age daughter is talking about this. If it is engaging to a new generation of donors than it can only be good."

"Another sad example of how fundraising and relationship building is being trivialized by our shallow society and the NP sector's embrace of "anything for a buck" commercialism. "

"It probably won't work for another nonprofit right now, but it was a brilliant way to draw attention to ALS"

"Although I have mixed feelings on the cause, it think it is amazing that in a few weeks time frame they were able to raise such a significant amount of money. Yes, it was great marketing, but also brought awareness of the cause to millions of people who have never heard about it. I'm not sure it did much to raise awareness for the need of fundraising for other nonprofits. I also don't think it will be sustainable, but I am curious to see what idea other nonprofits can come up with to have a high community awareness such as ALS."

"Although the challenge has a life-expectancy, it has met its purpose and goal of raising awareness and funds for the cause. It is a good lesson for all nonprofits."

*Copyright © 2014 Alliance of Arizona Nonprofits, All rights reserved.*

You are receiving this email because you either signed up for our e-newsletter, attended an Alliance or Alliance-related event or have had contact with the Alliance.

**Our mailing address is:**

Alliance of Arizona Nonprofits  
PO Box 16162  
Phoenix, AZ 85011-6162

[Add us to your address book](#)