



The 3 FOR 3 Burpee Challenge is a mental health awareness movement to get up for those who are down by doing 3 burpees and challenging 3 people in partnership with the Hilinski's Hope foundation to destigmatize mental illness.

Together, #wecangetup for those who are down and eradicate the stigma surrounding mental illness.

On the morning of Sunday March 3rd, @hilinskishope and @3for3burpeechallenge will post a 60 second promotional video explaining the campaign and its importance. Please do NOT post anything before March 3rd.

Follow our script or speak your truth about mental health, challenge 3 people, and do 3 burpees to get up for those who are down. Some off-script topic ideas you can talk about: a) why mental health is important to you, b) why we should talk about mental health, and/or c) your personal struggles with mental health.

Basic Script:

- 1) "Hi! This is {NAME}. I'm doing the 3 FOR 3 Burpee Challenge for Hilinski's Hope to raise awareness for mental health. Now I'm going to do 3 burpees to get up for those who are down and I challenge X, Y, Z."
- 2) DO BURPEES
- 3) "Please donate today!"

Step-by-Step Instructions

- 1) Record a video doing the 3 FOR 3 Burpee Challenge
- 2) Post the video to Facebook, Twitter, and Instagram.
- 3) Tag @3for3BurpeeChallenge and use the hashtags #wecangetup #3for3 and #hilinskishope
- 4) For the caption, feel free to personalize it or use "#wecangetup for those who are down. Let's break the stigma together with @3for3burpeechallenge and @hilinskishope #3for3 #hilinskishope"

Please donate at 3for3burpeechallenge.org/donate

If you have any questions, reach us at 3for3burpeechallenge@gmail.com

