ONE #GLOBALTEAM, ONE GOAL:  
A world free of ALS/MND


About The Campaign
Alliance member associations from around the world are engaged with professional athletes from a number of sports, including rugby, American football, soccer, ultra-marathon running, tennis and swimming. The aim of the One Global Team Campaign is to leverage this support.

We are asking Alliance members to invite notable athletes to share messages, photos and/or videos of themselves to support people living with ALS/MND in celebration of Global ALS/MND Day 2014. The campaign will run for one week, from 19 to 26 June.

Through social media, we hope to raise awareness and funds to support the Alliance’s international efforts, as well as those of our members. We will use the hashtag #GlobalTeam to demonstrate our solidarity and to show that we are united in the worldwide fight against ALS/MND.

Aims & Objectives
We would like to focus on promoting the needs of people diagnosed with ALS/MND globally and the Family of ALS/MND Charters initiated last year. Our objectives are:

1. To engage with notable athletes to create a coordinated Global Day social media campaign that will encourage member engagement and raise awareness of ALS/MND internationally.
2. To encourage donations to member organisations and the Alliance.
3. To create and share key messages to highlight the needs of people living with ALS/MND worldwide.
4. To encourage people to sign ALS/MND Rights Charters in regions where these are available.

Get Involved!
For more information, please visit our campaign page at www.alsmndalliance.org/global-day-2014. There, you’ll find details on how to get involved, and you can download our campaign logo and key message poster. The One Global Team Campaign will run for one week from 19 to 26 June 2014. Join us on Facebook and Twitter: @alsmndalliance www.facebook.com/theintlalliance