

Flour Bomb Challenge

Sample Script & Instructions

In order to control the message of this campaign, it is absolutely VITAL that your video contain the following ESSENTIAL elements:

Element #1: Opening Line

"I have accepted the flour bomb challenge."

That EXACT phrase should be the first words out of your mouth. Immediately, viewers are wondering what that is. Giving it a label gives it instant social proof and credibility.

Element #2: Bridge the Gap From the Challenge to the Cause

"I have accepted the flour bomb challenge...to raise awareness and money to fight child sex slavery and trafficking and to rescue children across the world from this awful crime."

Use the exact phrase, "...to raise awareness and money." Beyond that, you can use your own words, but the essence is to bridge the gap from the challenge to the cause. Other examples:

- "...to raise awareness and money to end the awful crime of child sex trafficking and exploitation."
- "...to raise awareness and money to rescue children in sex slavery across the world."
- "...to raise awareness and money for the issue of sex slavery and trafficking."

Element #3: Brief Explanation of the Cause

Next, talk about the issue and explain the cause in your own words. Here are a few important talking points:

- Sex slavery and exploitation is child abuse for money. (It's important to differentiate between this and willful prostitution.)

- This is happening right here in your backyard. (At least 100,000 children per year are sexually exploited in the U.S. alone. Source: [National Center for Missing & Exploited Children](#))
- There are two million children across the globe who are held captive and bought and sold for sex. (Source: [UNICEF](#))

Element #4: "I Have Donated at FlourBomb.com."

After your explanation say something like, "I have donated at FlourBomb.com to stop this awful crime and to save children."

REMEMBER: The whole point of the campaign is to raise money to rescue children.

You don't have to say how much you've donated, but it is important that you do donate.

Element #4: The Flour Bomb

Now the fun part! Here's where you dump the flour on your head however you'd like. Be creative! The crazier and more creative, the better.

[Watch Flour Bomb Videos](#)

Element #5: Challenge Three Friends With 24-Hour Deadline

Once you're flour bombed, end by challenging three friends to accept the challenge and to donate: "I challenge Joe Smith, Jack Johnson, and Mike Taylor to accept the flour bomb challenge. You have twenty-four hours to accept the challenge, donate at FlourBomb.com, and get flour bombed."

Element #6: Post Video on Facebook With Hashtags & Friend Tags

When your video is complete, upload it to Facebook and your other social media profiles. Once it's uploaded:

- Tag it with the hashtags #fLOURbomb and #OURrescue.
- Tag your three friends whom you challenged.
- Post your video on the Facebook walls of the friends you've challenged.

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