Good Clean Fundraiser

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Jack Mackenroth

We all hate phrases like, “I’m clean, UB2,” which is slang for, “I don’t have HIV, but if you do, then stay away because you’re tainted.” So HIV activist Jack Mackenroth decided to clean up that mess of a message by launching the Shower Selfie fundraising campaign. The concept is simple: Take a family-friendly shower selfie and post it on any social media platform along with the hashtag #weareALLclean; make a donation to an AIDS organization (include the link to it in your post); then nominate three others to take the challenge.

It looks like the campaign went, dare we say, viral. “In one week, the hashtag #weareALLclean had over 26 million social media impressions,” Mackenroth says, adding that “on the financial front it was not so strong. In a week we made about $7,000—but not bad considering the average donation was $10.” The campaign kicked off to coincide with World AIDS Day, but Mackenroth says that a re-launch is in the works. So get ready to hit the showers!

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http://beta.docker.poz.com/article/shower-selfie-challenge-26800-8772