



# BITE THE LEMON CHALLENGE



The @endofound **Bite the Lemon Challenge** is a social awareness campaign, **starting March 1**, created to spark conversation around endometriosis. This condition affects 1 in 10 women and those born with a uterus, yet is still widely misunderstood, under-diagnosed, and underfunded. Hosted by the Endometriosis Foundation of America, this challenge is designed to be simple, shareable, and impossible to ignore. Just like the Ice Bucket Challenge, it's about using a bold, visceral moment to stop the scroll, and turn it into education, empathy, and action.

# PURPOSE & GOALS

*Biting into a lemon wedge is uncomfortable. Sharp. Unexpected. It makes your face scrunch, your body react, and your nerves light up instantly. That jolt is intentional. For people living with endometriosis, pain is often sudden, intense, and dismissed as "normal."*

***The lemon represents that moment:*** *the discomfort that hits without warning, the pain people are told to push through, and the reality that so many live with daily. This challenge isn't about exaggeration. It's about creating a shared physical moment that helps others feel what's so often ignored.*

1

To RAISE AWARENESS about how painful, disruptive, and misunderstood endometriosis is during March, Endo Awareness Month.

2

To drive traffic, conversation, and donations back to EndoFound's One for the Cure campaign.

3

Create a simple, viral, repeatable action that anyone can participate in. This helps create a broader circle of allies.

4

Make endometriosis visible without requiring people to disclose personal medical details.

# OUTCOMES

# AS A PARTICIPANT. . .

You will assist in normalize talking about pain while helping others empathize instead of minimizing the monthly struggle of symptoms and the direct affect it has on people with the disease.

You will give the Endo community something shareable that says “this is hard” without oversharing or feeling like they are burdening by speaking up.

***Instant Visual Hook:*** People stop scrolling!

***Universally Relatable:*** Everyone knows how a lemon tastes.

***No Barrier to Entry:*** No special setup, no speaking required. You just need a lemon wedge!

***Emotion without Exploitation:*** Conveys pain without graphic detail.

***Ally-Friendly:*** Supporters can participate without centering themselves  
Perfect for Reels, TikTok, Shorts

## WHY IT WORKS!

# HOW IT WORKS!

1

## ***Record a short video.***

Set up with direct, good lighting, indoors or outdoors. You can participate whether you've been nominated or want to start the challenge yourself!

2

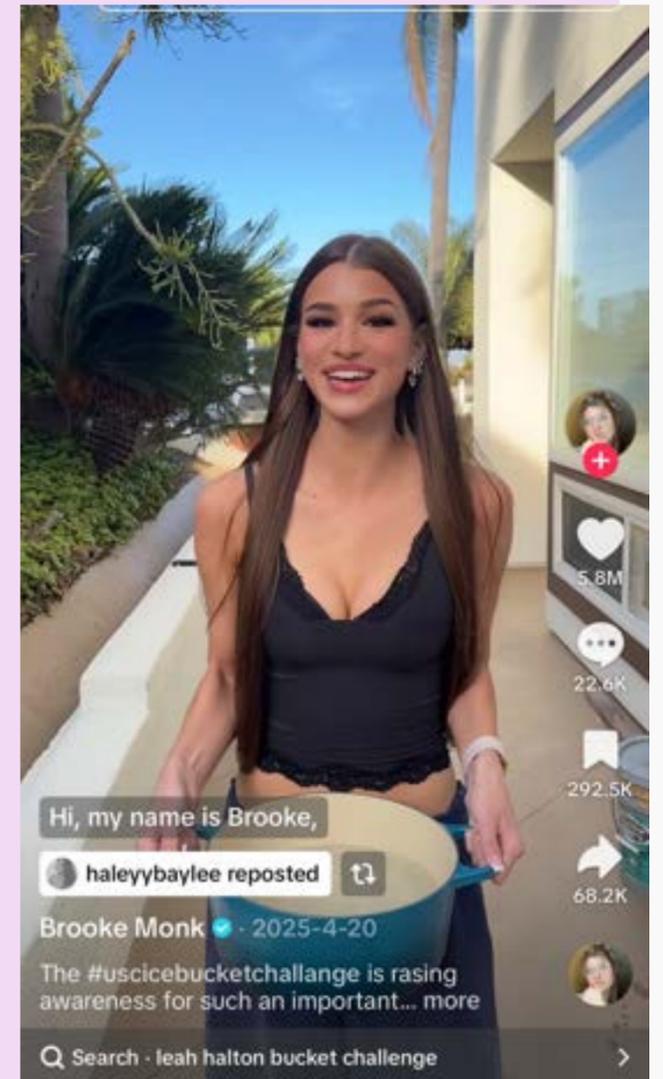
## ***Say your script!***

Hi! My name is \_\_\_ and am doing the EndoFound Bite the Lemon Challenge to raise awareness and donations. March is Endometriosis awareness month— Endo affects more than 1 in 10 women and those born with a uterus, yet it is still wildly underdiagnosed, underfunded, and misunderstood. If one bite feels overwhelming, imagine the extreme pain of the endo community every day. I nominate NAME 1, NAME 2, and NAME 3. You have 24 hours! And remember, donate to EndoFound!

3

## ***Take a bite of a lemon wedge!***

Capture the instant sour-effects, pause, and discomfort.



# SUGGESTED SOCIAL PROTOCOL

- 1** Tag 2-3 people to do the challenge.
- 2** Tag @endofund!
- 3** Encourage donating!

*"Endometriosis pain isn't sour for a moment— it's relentless. Endo affects 1 in 10 women and those born with a uterus and is often unheard, undiagnosed, and misunderstood for years."*

*This March, for #EndometriosisAwarenessMonth, I'm taking part in the #BiteTheLemonChallenge to spark awareness and support critical research and education through @EndoFound."*

*"If one bite makes you wince, imagine enduring pain every day. I nominate @, @, and @\_\_\_ — you have 24 hours!"*

*"Bite the lemon. Share the moment. Donate to EndoFound. Link in bio."*

@endofound  
#bitethelemonchallenge  
#endometriosisawarenessmonth

## CAPTIONS & TAGS

**GOOD LUCK!**



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