

# ***VIDEO GAME FUNDRAISING FOR THE IRISH CANCER SOCIETY***



**Irish  
Cancer  
Society**

***Fundraising Guide***



# Welcome

Hi! Welcome and thank you so much for choosing to stream for the Irish Cancer Society!

By either playing games or livestreaming your event, by asking your viewers to make a donation you are supporting cancer research and cancer patients, as well as their families all over Ireland.





# How streaming video games helps support cancer patients & research

The Irish Cancer Society is a community of patients, survivors, volunteers, supporters, health and social care professionals and researchers.

Together, we are working to save lives and improve the lives of people affected by cancer in Ireland.

Streaming to support us means that the donations your audience makes go directly towards supporting cancer patients and their families, as well as cancer research efforts all over Ireland.

We are looking for gamers around Ireland to raise funds for cancer patients, survivors and their loved ones, by signing up and setting your challenge.

You can share your JustGiving page with friends and family or connect it to your live stream.

Play your chosen game and stream the awesomeness, knowing you are making a difference to people affected by cancer. By doing a charity stream you will be helping to raise funds for vital services such as our Night Nurses, our Support Line and our Daffodil Centres, helping people all over Ireland.

Good luck and have fun!



# Platforms

*Before you start streaming, you'll need to choose: where you will stream, and how you will collect donations*

## **Streaming:**

### **Twitch.tv**

By far the largest streaming platform at the moment, Twitch offers a robust platform with plenty of integrations.

### **YouTube**

YouTube Live can be a great alternative to Twitch for established YouTube creators.

### **Facebook**

Facebook Gaming also provides an alternative stream platform should the streamer have a large social media following.

## **Fundraising:**

### **JustGiving.com**

JustGiving are our primary fundraising platform, supporting us through many campaigns.

### **Tiltify.com**

Tiltify is a streamer-focused fundraising platform, taking a percentage of donations as commission.





# Getting Started

*What are the first steps to setting up a charity stream?*

## Set up your fundraiser

Regardless of which platform you choose, your first step is to set up your fundraising page with a name (see below), a date and time, a goal, pictures and contact information.

## Naming

Please ensure that the title of your fundraiser, regardless of platform, includes either "Irish Cancer Society", "Heroes From Home" "#IrishCancerSociety" or "#HeroesFromHome" so we can easily find it.

For example: "AndrewTheViking's 12-Hour Charity Stream For The Irish Cancer Society"

## Contact Us

Please contact us on social media to ensure that we're aware of your fundraiser, so we can include you in the appropriate lists, thank you and contact you if need be.

## Discord

The official Irish Cancer Society Discord Server is a space for streamers and supporters to contact

each other and the Irish Cancer Society. If you have any questions with regards to streaming, our community is a positive, safe environment for any troubleshooting or beginner streamers. Contact us on social media to ask to be invited once your fundraising page is set up.

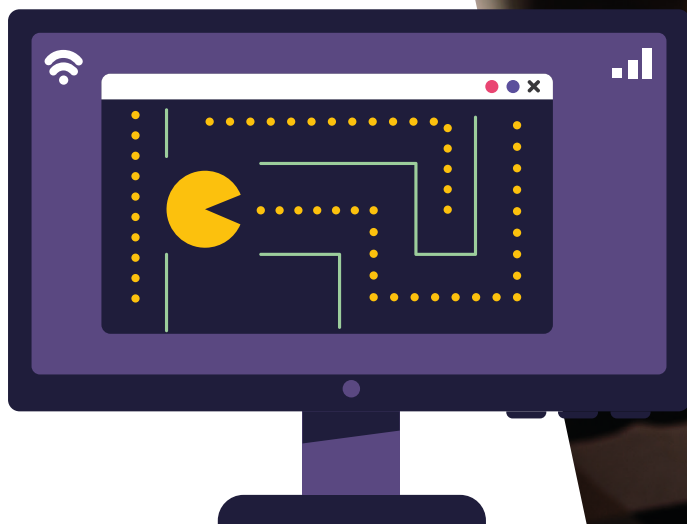
## Set up your stream

Consoles like the Playstation mostly come with integrated streaming software. The most common streaming programs for PC are OBS and Twitch Studio.

These are constantly being updated, so it's best to use their first time setup instructions.

## Required: Our Logo

Unless specifically requested, we don't ask streamers for anything like minimum hours or goals. We only ask that all fundraisers include either the Irish Cancer Society logo (available on our website) or the streaming campaign logo on-screen at all times, and to stay safe, hydrated and active while playing.



# Stream Ideas

*What could you do to make the stream even more fun?*

## Collaborations

You can find other streamers taking part through the Irish Cancer Society Discord server. Everyone is working towards the same goal, why not schedule a particular time slot to squad-stream some multiplayer games?

## ChatBots

In Twitch you can set up your chat to respond to commands such as “!donate” with a link to your fundraising page, as well as many other fun integrations.

## Notifications

Using the live.Justgiving.com website, you can create pop-ups and alerts for your stream when someone donates. (Audio files must be .ogg and hosted externally on a site such as <https://filebin.net/>)

## Goals

Setting tiers of smaller goals always provides fun targets for your supporters to reach, even if you fall short of your overall goal.

Promoting these goals well before the event lets your social group know your commitment, and gives them something to plan and look forward to.



**Fundraising Goals**

€50 = Sticker Giveaway	€100 = Mug Giveaway
€150 = T-shirt Giveaway	€200 = Hoodie Giveaway
€250 = Get my makeup done live on stream	€300 = Shave my head live on stream

\*Any €20+ donations can choose a game for me to stream in the future\*



**Stream Goal Suggestions**

- €300 raised**  
*I will do the rest of the stream in costume (to be decided)*
- €200 raised**  
*I make a poll to decide the next game*
- €100 raised**  
*I will play (scary game) for 1 hour*
- Every €50 Donation:**  
*Your name will be put on the "Wall Of Awesomeness" behind me for the next month*
- Every €20 Donation:**  
*I will play the next game left handed*
- Every €10 Donation:**  
*I will do 10 push-ups*



# Promote your stream

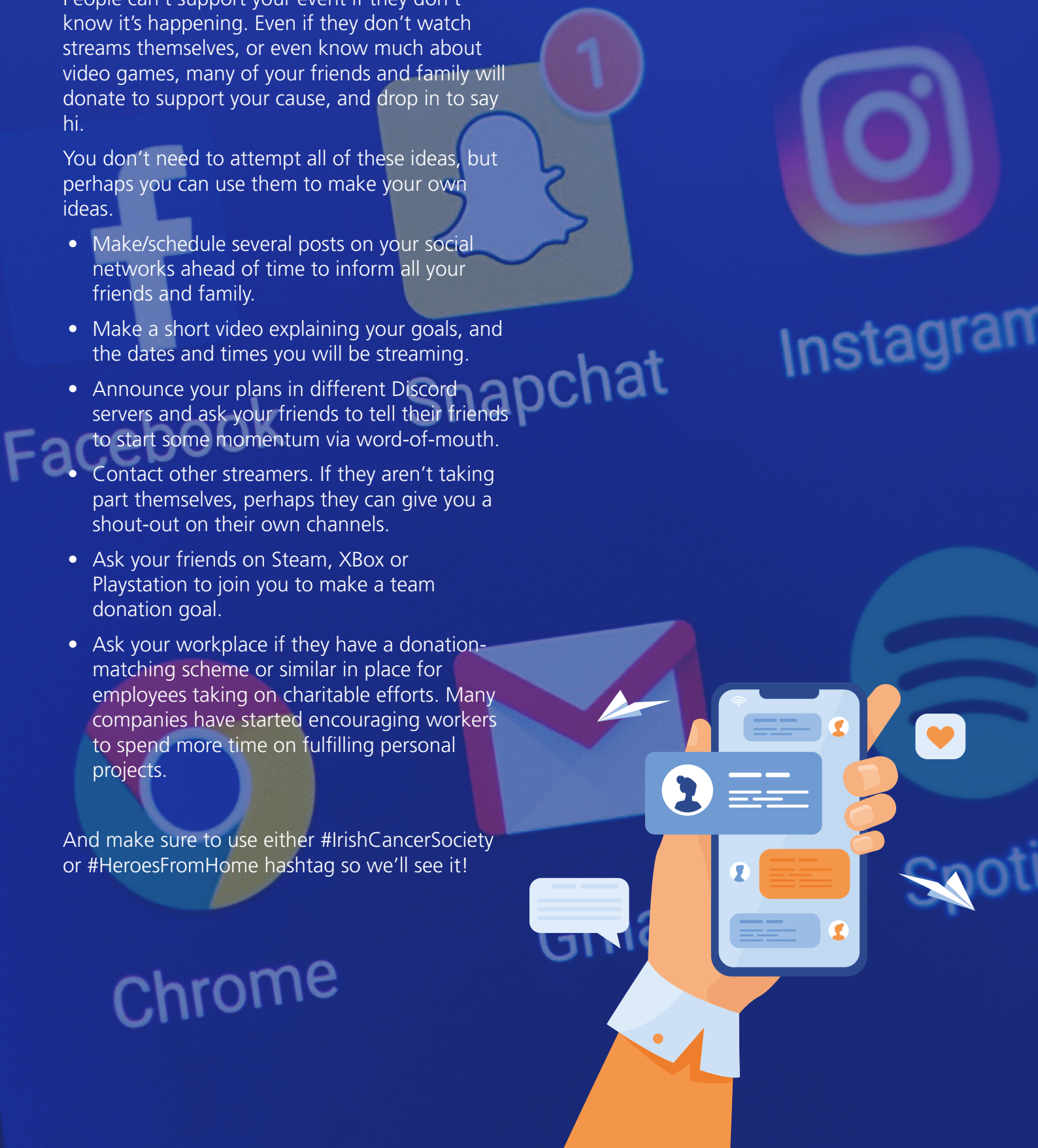
## How do I promote my streaming event?

People can't support your event if they don't know it's happening. Even if they don't watch streams themselves, or even know much about video games, many of your friends and family will donate to support your cause, and drop in to say hi.

You don't need to attempt all of these ideas, but perhaps you can use them to make your own ideas.

- Make/schedule several posts on your social networks ahead of time to inform all your friends and family.
- Make a short video explaining your goals, and the dates and times you will be streaming.
- Announce your plans in different Discord servers and ask your friends to tell their friends to start some momentum via word-of-mouth.
- Contact other streamers. If they aren't taking part themselves, perhaps they can give you a shout-out on their own channels.
- Ask your friends on Steam, Xbox or Playstation to join you to make a team donation goal.
- Ask your workplace if they have a donation-matching scheme or similar in place for employees taking on charitable efforts. Many companies have started encouraging workers to spend more time on fulfilling personal projects.

And make sure to use either #IrishCancerSociety or #HeroesFromHome hashtag so we'll see it!



# ***On the day***

*Ready, set, go!*

## **What should I do before starting?**

- Start the stream early and have a “Stream Starting Soon” overlay prepared.
- Ensure your microphone, game audio and camera (if using one) are working correctly.
- Be ready to start on time.

## **What should I do during the stream?**

- Be sure to remind subscribers of your charity stream during downtime, breaks, or between games.
- Thank every donator by name. We wouldn't be able to continue to provide our services if not for their support.
- Keep track of your goals to ensure none have been missed.
- Be sure to record your stream highlights for a highlight reel video and show both your social media audience and other streamers.
- Remind your friends and family so they can support your event.
- Have fun!





# FAQs

*For more detailed questions, you can ask on our Discord server*

## How do I disconnect Twitch from JustGiving?

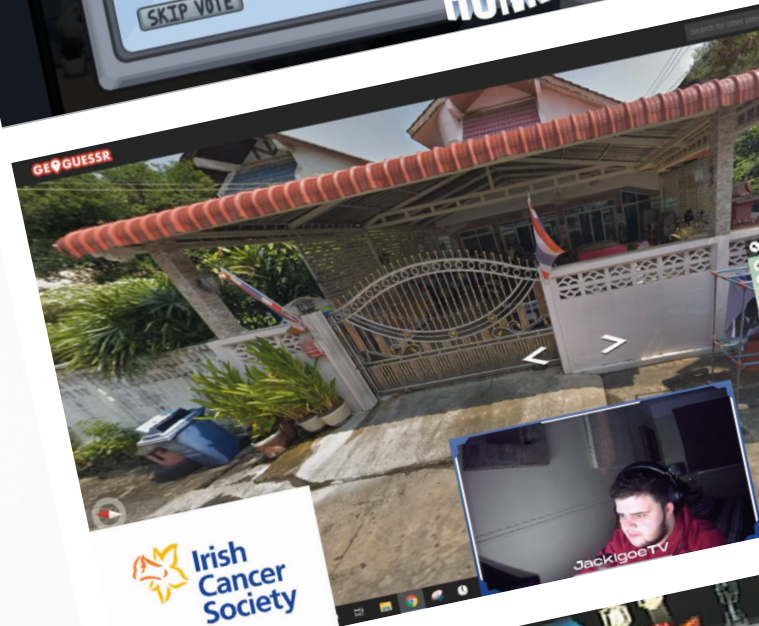
Simply log into <https://live.justgiving.com/> and click the "Clear Selection" button to disconnect your fundraiser from the stream overlay.

## Should I do a 24-hour stream?

Rather than embarking on a 24-hour stream we would recommend a week of shorter streams, that could add up to 24 hours in total.

## Can under-18s take part?

Unfortunately, you must be over 18 to sign up to stream for the Irish Cancer Society. We would love to have families on board but adult supervision is a must.



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