

# FUNDRAISING VIA VIDEO GAMES FOR THE IRISH CANCER SOCIETY



**Fundraising  
Guide**



# Welcome

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

By streaming your game and asking viewers to make a donation, you are making a difference to the lives of cancer patients and their families across 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.

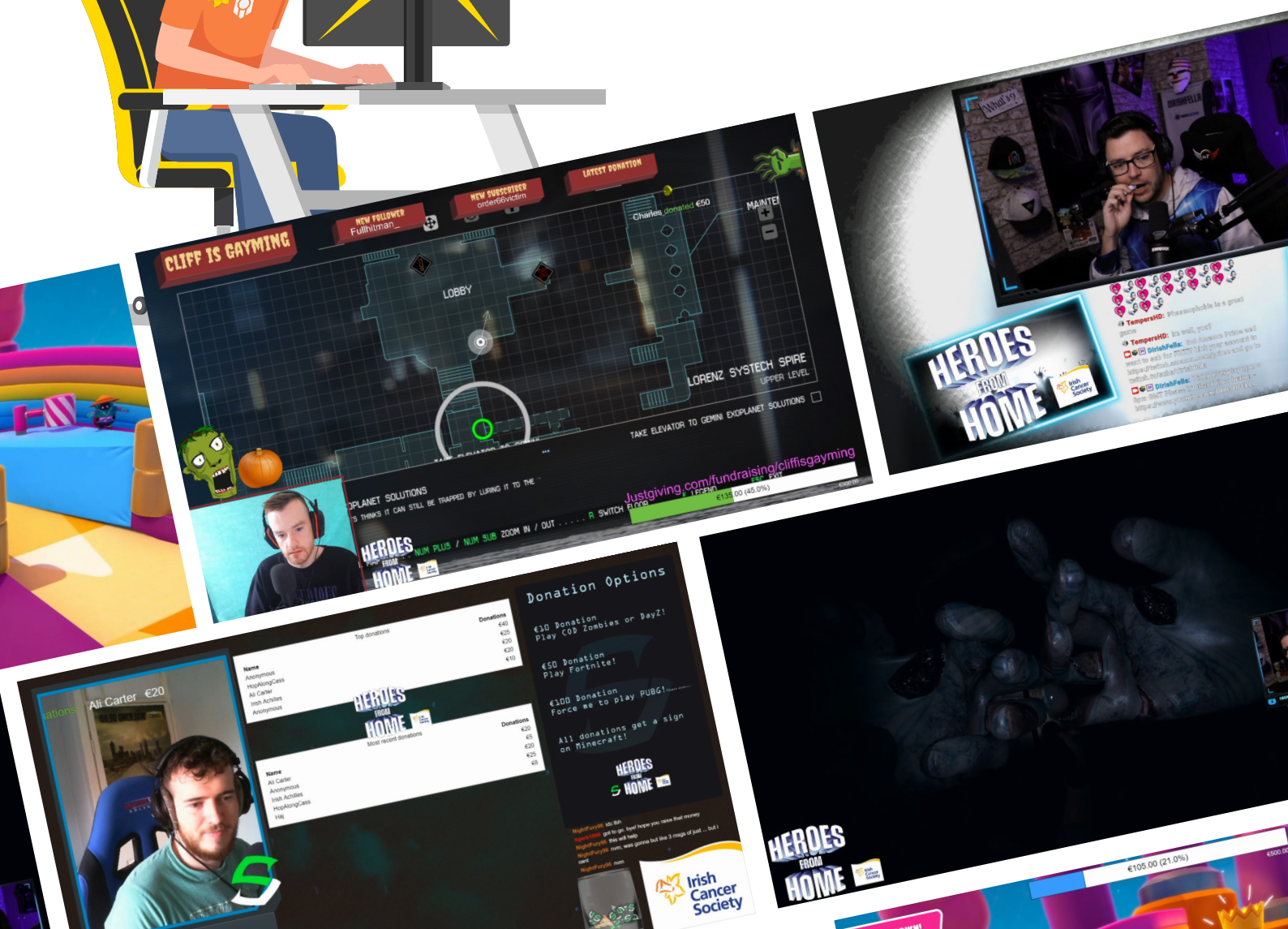
Streaming to support us means that the funds you raise go directly towards supporting cancer research, services and supports for everyone affected by cancer in Ireland.

We are looking for gamers across Ireland to raise much needed funds, by signing up and setting your challenge.

You can share your Tiltify 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 if you have a large social media following.

## Fundraising:

### **Tiltify.com**

Tiltify is a streamer-focused fundraising platform, providing many incredibly powerful donation-powered features such as milestones, notifications & alerts, donation-powered polls and more!

Once you create an account on Tiltify, you can link your stream ID and enable the overlays so that all the different features you choose happen automatically.

Donations raised on Tiltify go straight to the Irish Cancer Society, so you don't have to worry about sending in your donations.



# Getting Started

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

## Set up your fundraiser

To set up a fundraiser, you'll first need to create an account on Tiltify.com. Once you've done that, you'll be able to create a page for the "Irish Cancer Society" cause, with a name, a date and time, a goal, pictures and contact information.

## Naming

If you're not sure what to call your page, we recommend something simple that explains what you're doing.

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

## Contact Us

If you have any questions, you can contact us on Discord, or via our social media pages and we'll help you as soon as we can.

## 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.

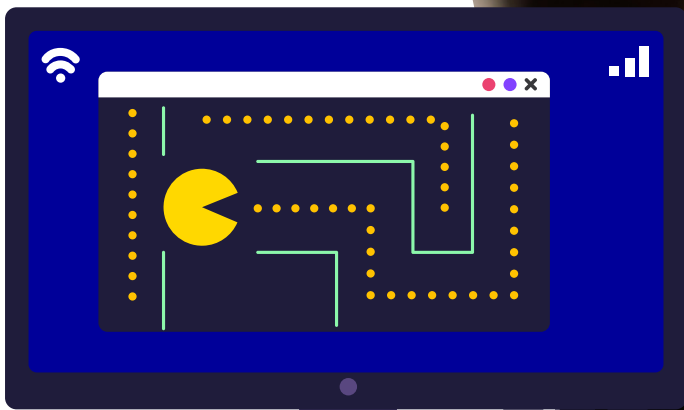
## Set up your stream

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

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

## Our Logo

We recommend that all fundraisers include either the Irish Cancer Society logo (available on our website) or the stream campaign logo on your stream overlay.





# 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 Tiltify and StreamLabs, you can create pop-ups and alerts for your stream when someone donates.



## 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.

*Fact: Streamers who enable goals and donation rewards raise on average 80% more than those who don't!*

### 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  
(chat votes on the costume)*

**€200 raised**

*Chat votes to decide the next game*

**€100 raised**

*I will play a horror game for 1 hour*

**Every €50 Donation:**

*I will eat a spoonful of ketchup*

**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.

Below are some ways to promote your stream:

- 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.
- Get lots of sleep, and have water/drinks/filling snacks ready to keep your energy levels high!
- 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 without their support.
- Keep track of your goals to ensure none have been missed.
- Record your stream highlights for a highlight reel video and share with 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,  
go to our Discord server.*

## How do I disconnect Twitch from Tiltify?

Simply remove the widgets from your stream overlay and end your Tiltify campaign once your campaign is finished.

## Should I do a 24-hour stream?

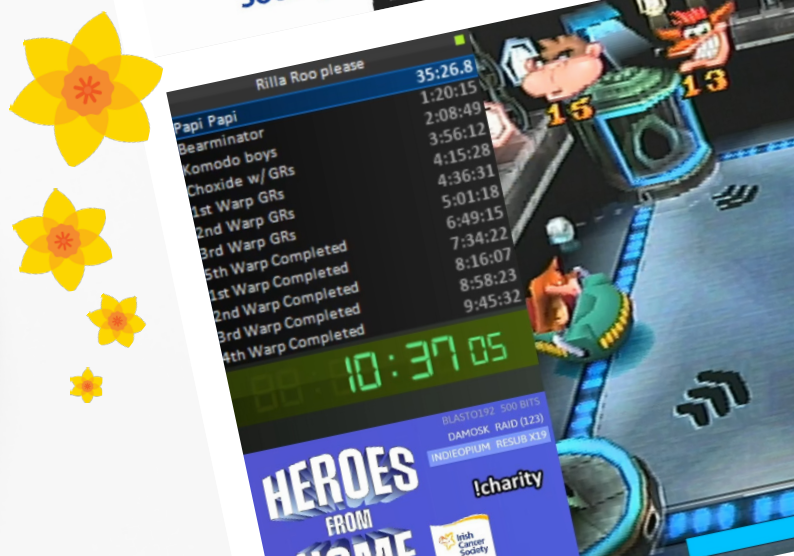
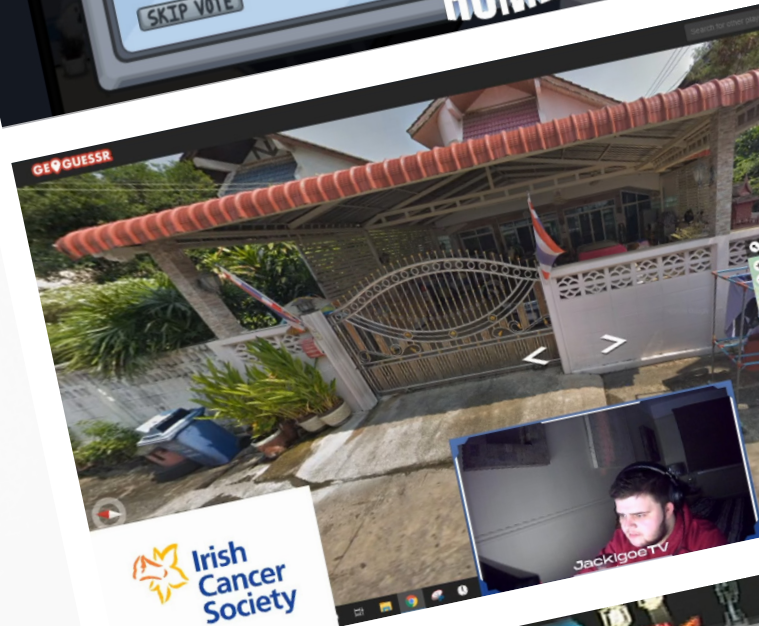
Instead of taking on a 24-hour stream, we recommend a week of shorter streams, that could add up to 24 hours in total.

## 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.

## Do you restrict the games we can play?

We only ask that you play games appropriate for streaming, that don't conflict with the Irish Cancer Society's goals.



 @IrishCancer Society

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