

# MAX OUT YOUR STREAM FUNDRAISING

Thanks so much for choosing to support SpecialEffect with a fundraising stream! Here's some ideas for how to make the most impact. These are just suggestions - **you're the expert and you'll know what works best for your viewers, so put your own spin on it!**

## 1 PROMOTE

**Your stream's going to be great, so tell people about it!**

- Start promoting your stream a few weeks before it's due, and tell people where they can tune in, what time it starts and what you'll be doing!
- Tag SpecialEffect in your social media posts:
  - 📧 @specialeffect
  - 📘 specialeffectcharity
  - 📷 specialeffectteam
- Tag GameBlast too! Use @GameBlast on Twitter and use the hashtag #GameBlast19

## 3 INFORM

**Tell people how their donations will help us raise the quality of life for everyone we work with:**

- £5 can buy flexible fixings to enable a correct and firm hold of controller, joystick or button for safe and comfortable use.
- £10 could purchase joystick extensions, to potentially enable greater control of a thumbstick, with its increased leverage.
- £25 will enable us to deliver an adapted gaming setup quickly and directly to someone who needs it.
- £50 will buy a gamepad we can then modify in the workshop with low force joysticks and buttons for a gamer with weak hand muscles to use.
- £100 can enable us to buy a mounting system which will hold a joystick and position it for optimum use by a gamer to control it.
- £200 could buy a single handed controller to enable a disabled gamer to play with just one hand.

## 2 ENGAGE

**Set up a fundraising page using whichever fundraising platform you prefer.**

- If you're using JustGiving, don't forget to link your fundraising page to the GameBlast19 campaign.
- Tell your viewers the fundraising total you're aiming for and what that could enable us to do.
- Offer your audience donation perks and incentives during your stream. Here's some ideas:

£5.....Donor's name on the wall of hype!

£10....Song request/jellybean challenge

£20....Donor chooses next play mode/map/etc

£50....Donor chooses the next game

£100..Donor gets VIP status/Mod for life

25% of goal: Play 10 mins blindfolded

50% of goal: Cosplay stream/face paints

75% of goal: 30 mins Karaoke

100% of goal: Dance party with balloons & party poppers! Go nuts!

200% of goal: Hair dye or beard shave!?!)

You could even pledge to donate £1 for every new sub you get during your stream!

\*Please, no drinking challenges, gambling, stripping etc, and always abide by the streaming platform's Terms of Service!

### TELL YOUR AUDIENCE...

All of our services are provided free of charge, so we rely entirely on your generosity to keep on transforming lives!



 **SpecialEffect**  
The gamers' charity

Charity no 1121004