Fundraising & Streaming Tips

Before the Day

1. Set a goal
   How much do you want to raise, and how long do you want your event to last? You could have a one day event, a marathon event, or even a multi-day event where you do something each day for a set period of time.

2. Decide on your activity or game
   Choose if you are going to stream your event or not, and if you are doing it alone or with others.
   You could try something you might not normally do, or that would be a challenge for you – this will help engage people and make them want to donate!
   If you’re stuck on what to do, why not try some Player 2 themed ideas?
   - **Team up** – co-stream with a friend or guest streamer
   - **Nostalgia trip!** Replay a game that reminds you of your own Player 2 – any favourite memories?
   - Play your favourite **co-op games** or try some new releases with a friend
   - **Get competitive** – try some duos or 2v2 modes
   - Games with **iconic duos** – who’s your favourite?
   - **Fancy something different?** Try a karaoke duet, a co-op dance game, or company gaming tournament!

   Or play it your way
   You could solo speedrun some games, try and beat max difficulty in single player, or have a 24 hour gaming marathon. You could even play some D&D, get the board games out or have a gaming-themed quiz night.
   However you want to play is up to you – you know your audience best. Just make sure to read over our guidelines, be safe, and most importantly have fun!

   When you’ve decided on your event, **sign up** and let us know what you’re planning and we’ll help you every step of the way.

3. Set up your fundraising page
   Sign up on either **JustGiving** or **Tiltify** – whichever one you prefer.

4. Promote your event
   Let people know at least a week beforehand when the event is and how they can donate. Ask if you can promote your event in other streams, Discord servers, or on social media channels. Ask friends, family, colleagues or other streamers if they will share your event on their channels.
Try contacting your local paper or radio about your fundraising. If they publish it, it’s a great way to get the word out.

Make sure to talk about why you’re supporting Winston’s Wish – people are more likely to engage if they know why the charity resonates with you.

Finally, ask your employer if your workplace has a match funding scheme – you might be able to boost your final fundraising total.

Social media

Remember to use our social media badges to countdown to the day!

Don’t forget to tag us in your posts: #MyPlayer2 #TeamWinston

@winstonswish, @winstonswish, @winstonswishcharity

Get your stream ready

If you’re streaming then make sure your channel is all set up and working at least a day before your event. Pick your gaming system and which streaming platform you want to use. Remember, if you need help with setting up a stream for the first time, or linking to donation pages, we have some guides for you here.

Once it’s set up, use our overlay to really stand out and let your viewers see you’re supporting Winston’s Wish! Make sure you also have your donation link visible or readily available so viewers know where to go to donate.

ON THE DAY

Display your donation goal

Challenge yourself and aim high! Use our ‘Where Your Money Goes’ sheet if you want to set donation milestones. Your viewers will love seeing you reach each one!

Engage your audience

Set some donation incentives for your viewers to help you reach your goal. At the 25% mark you could sing them a song of their choosing, at 50% you have to unequip your weapons for 30 minutes, at 100% you’ll dye your hair. Adapt them to whatever game or activity you’re doing – get creative! If you’re feeling brave you could even put out a poll and let your viewers vote on some challenges for you in exchange for a donation…

Thank your donors

Don’t forget to shout out and thank any donations on stream. You could even give away some rewards – e.g. top donor gets a copy of a game or some merch you don’t mind parting with.

Let us know how you got on – share your photos, screenshots or clips with us, we’d love to see them! Drop us an email at gaming@winstonswish.org or tag us on our social media with #MyPlayer2 and #TeamWinston

Thank you for supporting Winston’s Wish – have fun!