

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

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.

- This'll depend on where you are in the world. In the UK try **JustGiving** or **Tiltify**.
- 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

OTHER USEFUL STUFF

WHO WE ARE

Some quick reference information about us:

SpecialEffect are a UK-based charity that use video games and technology to enhance the quality of life of people with severe physical disabilities. They help people of all ages by creating gaming set-ups and solutions tailored to each individual's abilities. All their work is provided completely free of charge and supported entirely through donations and fundraisers - like this one!

60-SECOND EXPLAINER

Download an inspiring 60-second explainer video about us.

<http://bit.ly/32cYxfa>



CHATBOT COMMANDS

Whichever chatbot you use, here are some suggestions for commands you could use in chat to make it easy for viewers to quickly find out what you're fundraising for and how to donate!

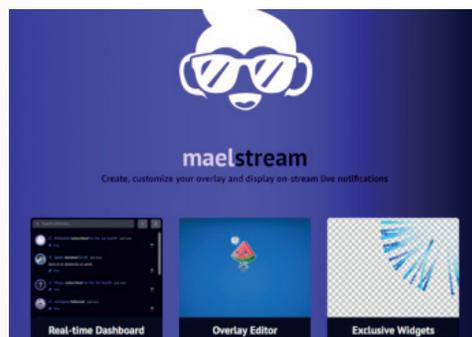
!charity - SpecialEffect is a UK based charity which uses video games and technology to enhance the quality of life of people with disabilities. You can find out more here: www.specialeffect.org.uk

!donate - You can donate to my fundraiser here: [insert your fundraising page link]

MAELSTREAM

Getting organised with overlays and notification plug-ins for your stream? There's a number of options available, and including Maelstream (<https://www.maelstream.com/>)

You can use Maelstream to create and manage on-stream live notifications and donation tickers that will work directly with your JustGiving page to show your audience your running total. Want a little fireworks show every time someone donates? You can do that too with widgets in Maelstream's overlay editor.



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