How to stream your #GameOverMND

Thank you for choosing to #GameOverMND, we're delighted you're supporting us in this way. We've put together a few tips to help you to engage your viewers, maximise your donations, and hold a succesful fundraising event.

Visuals

There are many free resources available online to help you make your stream look great. Overlays are a great way of doing this, websites such as player.me have many free ones that you can design to perfectly suit your event. Please get in touch if you'd like a copy of our logo, or details of our colour scheme to use as part of your overlay.

Just Giving also have some resources that you can add to your streaming screens to help encourage people to give money. They offer a special alert that'll bring up a message showing when someone has donated. There's also a target progress bar you can use. This is a very helpful tool as it shows people what you're heading towards and if you only need £5 to reach your next goal it may give someone that extra motivation to donate.

Incentives

Give people specific reasons to donate. There are many ways you can do this depending on your stream and the game(s) you'll be playing. Set incremental targets where you do something each time the target is met. For example, for every £50 raised you'll wear a silly hat for the next 20 minutes. You might also wish to have bigger picture incentives for when you meet your overall target. Maybe share some embarassing baby photos on the stream if you meet your goal. Another option could be to allow anyone who donates £10 of more to choose the next game you play, level you try, or character you use.

Cause

Keep your focus on the reason you're holding the event. People are more likely to donate if you keep reminding them what you're doing and who you're doing it for. If you'd like some more information about the MND Association to use during your stream, please let us know and we'll happily supply anything you need.

Let people know the reason why you chose to fundraise for the MND Association. Your own personal story is a powerful thing. The more you show you believe in the work the charity are doing, and why you believe the work is important, the more likely people are to donate.

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Promote

This is one of the most important parts of the stream. Ahead of the stream make sure you share through social media when and where your stream is taking place. Use Twitter, Facebook and Instagram. Are you part of a gaming community on Discord? Many of these communities have place where you can promote the things you are doing. Do this regularly in the build up to your stream. This will help you gather some interest and build anticipation. Include your fundraising link, this will lead to donations before you do your stream. If you're streaming on Twitch, ask people who you know will be streaming during your event to raid you're stream when they're ending theirs.

During the stream, encourage others to post on social media to help gain more viewers for your stream. Again, use all forms of social media to do this.

Games

The games you choose for your stream are very important. Most importantly, the games you choose must be ones you enjoy. If you're not enjoying what you're playing that will come across to the people watching. You should also consider playing multiplayer games and see if you can get others to join you for a few games. This can be useful as having other people on the stream can help you with your own energy levels but also offers something different to the people who are watching.

Also try to choose games that will not require too much of your attention. You want a nice mix between game excitement and being able to interact with the people in chat.

Breaks

Dependant on the length of your stream, it's important to keep up on food and water. Put scheduled breaks in to make sure you're taking on enough or have a few healthy snacks close by so that you can keep your energy up. Consider creating a 'be right back' screen for whenever you take a break, this can contain information about the charity and why you're fundraising - or can contain details on what's coming up next on your stream.

Enjoy

These types of events are a lot of fun so enjoy it, don't put too much pressure on what you are doing. Relax and have fun, some things will probably go wrong. Something may not work; technology always has a knack of failing just when we need most, and that's ok. The more you enjoy yourself, the more the people watching will enjoy it too.

Please tell us about your fundraising and sign up for a free pack
www.mndassociation.org/fundraiseyourway
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