



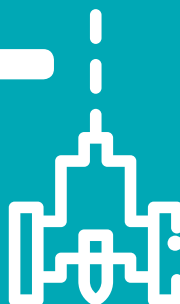
DementiaUK

Helping families face dementia



How to do...

**a livestream
gaming
event**



Grab your gaming headset and get ready to press start – let the gaming marathon begin!



Livestream gaming events are a fun and low cost way to raise funds for dementia specialist Admiral Nurses – all from the comfort of your home! Use your passion for gaming to help support families facing dementia.

The gamer's guide

Select your games and set your challenge. Here are a few examples of the kind of challenges you could complete:

- **Gaming marathon**

Challenge yourself to game non-stop! This could be for six, 12 or even 24 hours. If you plan on holding a long stream (over eight hours) then make sure there is a friend or family member around to check on you and help coordinate breaks



- **Speed runs**

How fast can you complete a level or maybe even a whole game? With this challenge, set yourself the goal to complete your game as fast as you possibly can

- **Tournaments**

Complete your challenge with friends and family by setting up a tournament and find out who is the gaming champion among your team



- **You decide**

Make up a challenge that is entirely your own. Why not complete your favourite game with a limited number of items in your inventory? Or challenge yourself to play a survival game without dying? The options are endless!

Once you have decided on your challenge then set your date. Ensure the date is well placed for you to take an adequate rest before and after your fundraiser, especially if it is a gaming marathon.



Create your JustGiving page

Set up your JustGiving page at www.justgiving.com/dementiauk so people can donate quickly and easily to Dementia UK. You can also integrate your page with your streaming platform; find out how at gaming.justgiving.com/toolkit.

Power up your page

- ✓ Add your story to tell people why you are fundraising
- ✓ Add a photo – pages with photos raise **14% more** per photo
- ✓ Set a target – pages with targets raise **46% more**



Prepare your platform

Choose a streaming platform and download the relevant software. You will need to download an OBS (open broadcasting system) as this is what allows you to broadcast your stream. Next, you will need to create a login for a streaming platform; we would recommend www.twitch.tv. To learn how to set all of this up go to gaming.justgiving.com/livestream-from-scratch for a step by step guide and links to download an OBS.



Spread the word



Invite all of your friends and family to watch and donate to your livestream. The more people that know about your challenge, the more funds you will be able to raise! Ask for sponsorship from your friends and family to work to reaching your target before, during and after your stream.

Share the link to your stream and JustGiving page on social media, and don't forget to tag us **@Dementia UK1** on Facebook, **@Dementia_uk** on Instagram and **@DementiaUK** on Twitter with the hashtag **#DoitforDementiaNurses**.

During your stream make sure to thank every donation that comes through. Following the stream share your achievement, let your friends and family know what you have raised and thank everyone that helped you. 20% of donations tend to come in after you have completed your event, so keep sharing your page!

During your livestream



- **Look after yourself!** Schedule regular breaks to have something to eat, drink or walk around. You could invite friends to join in with your stream at certain points to help keep things interesting and give yourself a break
- **Share the cause!** Talk about why you are fundraising and how the money you raise will make a difference to families facing dementia. Visit www.dementiauk.org to learn more about dementia and our Admiral Nurse service
- **Enjoy yourself!** Have fun playing your favourite games with the knowledge that you will be helping dementia specialist Admiral Nurses support more families living with dementia

Levelling up your fundraising

Raise the stakes by creating a list of wacky tasks to complete when you hit certain targets. This is a great way to engage with those watching your stream and to incentivise donations. For example, for a £33 donation you could play the game with your feet for five minutes, drop all the items in your inventory or recite the alphabet backwards whilst playing! Here are some examples of what different donations could fund:

£25

could pay for an Admiral Nurse to receive clinical supervision, where they can discuss challenges and receive clinical support

could pay for a new Admiral Nurse for an hour to support families in crisis with nowhere else to turn

£33

£125

could pay for an Admiral Nurse to answer calls for an evening on our Dementia Helpline, when other sources of support have closed for the night

“I know that if I have a problem or concern the Admiral Nurses will always be at the end of the phone to listen to and advise me - I don't feel so alone.”

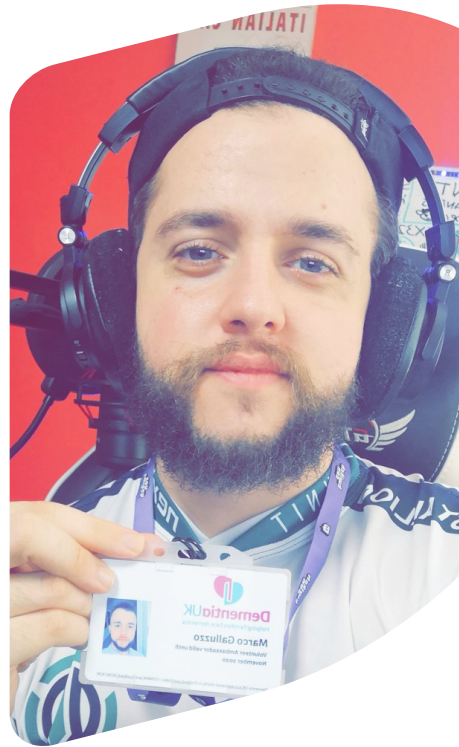


Geoff's wife, Margaret, was diagnosed with vascular dementia in 2015

Volunteer Ambassador and Twitch partner Marco's top tips for a successful stream

I've been streaming for over two years and have always believed I can make a huge difference by organising charity streams. I lost my father to dementia when I was 11 years old, so streaming for Dementia UK is the perfect opportunity to combine my gaming career with my passion for making a difference for other families affected by dementia.

Setting incentives based on targets or milestones is a great way to encourage people to make a donation. For example, you could wax your legs or dye your hair a different colour when you reach a certain milestone on your JustGiving page. The gaming community love a bit of humour and making things happen when certain goals are hit. Incentives can definitely go a long way, so be creative when planning your charity stream.



We receive no government funding and rely on voluntary donations, including gifts in Wills. For more information on how to support Dementia UK, please visit www.dementiauk.org/donate or call **0300 365 5500**.



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Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SCO47429)

