

PLAYER VS CANCER

WHY STREAM FOR CLIC SARGENT?

We want you to feel confident talking about CLIC Sargent. We are the biggest charity supporting 0-25s in the country. Cancer is an incredibly isolating experience and it's even worse when you are young. Young cancer patients will often go through months of treatment; missing friends and family in the process. This is where CLIC Sargent steps in; we provide a safe place to stay close to where their child is being treated. We also help schools develop plans that allow young cancer patients to go back to school.

For many young cancer patients watching their favourite streamer and playing video games is a real escape from everything going on around them. That is why we are asking you to do even more; by raising money for CLIC Sargent you will stop more young cancer patients being alone.

HOW DO I SIGN UP TO TILTIIFY?

- 1.** Go to the [Player vs Cancer Tiltify page](#) and click **Register** then **Sign up**
- 2.** Under select campaign type choose **Individual** then name your campaign, give a little description of the type of fundraiser you are doing and why you are supporting CLIC Sargent. Then click **Next**
- 3.** **Select the dates** you want your campaign to run – you want it to last – make sure you have sometime before and after the event finishes to maximise you donations. Then click **next** and **enter your target**, keep it low to start with and be prepared to raise it once you reach it
- 4.** Check all the details are correct on the next screen and **hit create campaign**. This will then take you to your campaign dashboard. **Add your livestream** feed by clicking “add your livestream” then select your livestream platform hit next and add in the information relevant to your platform.

FUNDRAISING TIPS:

You're the expert on this! You know your community best so just do what you normally do. We do have some tips which will help make your stream successful fundraiser.

Publicising

You need to publicise your stream and build a buzz! Make sure you have been talking about it in other streams and social media for at least one week preferably two weeks before hand.

Talk about CLIC Sargent

To help you explain what CLIC Sargent does, we have created a list of things that you can share with your audience. You can use this information to demonstrate the impact the money you raise will have on the families we support:

- **£25 would pay for a social worker to do a home visit** – stopping a young cancer patient becoming isolated.
- **£35 funds a whole family's accommodation** near the hospital their child is being treated at for one night. £490 would pay for 14 days; the average duration of a family's stay saving that family £1,400 in emergency accommodation costs.
- Right now CLIC Sargent can only reach 2 out of 3 young people with cancer. **If you are watching this stream and you aren't being supported click on the link below**, they can help.
- **For every £170 we raise today a family can get a CLIC Sargent grant** to pay for everything they need when first diagnosed with cancer.
- **£1000 pays for the bereavement support** of 5 young cancer patients and their families. It can also provide support if a friend dies of cancer.

Use Tiltify's incentives!

Polls It can be on anything you want; just ask your audience to donate for a chance to vote.

Milestones These will incentivise you audience to help you reach your fundraising target. This will incentivise your audience to help you reach them. Think of some imaginative things that you will do each time you hit a milestone.

Rewards Think of some awesome rewards when someone donates. Whether it's a unique emoji for your channel or some free merch if you have something to giveaway. It doesn't have to be something expensive; it can be free. Just something that your audience would want and is unique if possible!

Show your gratitude Your audience will be desperate for you to succeed, make sure that you are taking time out to check who is donating and thanking them regularly!

And finally.. Set a target, and prepare to beat it! Your audience will love nothing better than you smashing it. And even better, with Tiltify you can set an initial goal and then raise this as you go. Have some extra milestones ready to keep the momentum up once you beat that initial target. We're behind you!

Play indoors and support our cause!

THANK YOU



Registered charity number (1107328) and registered in Scotland (SC039857).
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