

ULTIMATE GUIDE TO STREAMING AND FUNDRAISING FOR YOUNG LIVES VS CANCER

Whether this is your first live stream or you're all set to take on Player vs Cancer, we're here for you to help you get the most out of your stream.

From advice on how to get going, to top tips on getting the most from your stream, we've got you covered, and don't forget you can always get in touch fundraisingevents@younglivesvscancer.org.uk



GETTING STARTED

1. Set up your fundraising page:

Whether you use JustGiving or Tiltify to raise money, first thing first is to set up your fundraising page. If you can donate to yourself, it's a great way to start your fundraising, those that do so raise on average 54% more.

2. Start Planning:

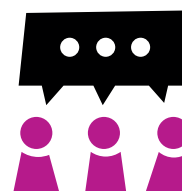
Before you go live and set up, we recommend you plan your stream beforehand and decide what you want to do. Think about what your passion is or perhaps what would be a challenge for you. You should also consider your audience. For example, if you are streaming yourself taking on a gaming challenge, ensure that the game you are streaming is age appropriate for your intended audience.

3. Pick your Platform:

Now you have your content, it's time to pick your platform. There are several platforms out there and the most popular gaming platform is Twitch. It's easy to sign up or download the app and link up your fundraising page.

4. Networking!

Online streaming is all about community. Build your community by sharing your JustGiving or Tiltify page with your friends, family and networks, and you will raise even more vital funds for children and young people with cancer.



SMASHING YOUR FUNDRAISING



Promote yourself:

Invite all your friends and family along to support and promote yourself ahead of the live stream on your social channels. Use our FREE assets to help you promote yourself!

Set yourself a target:

It's always good to set yourself a fundraising target, it provides good content during your live stream and gives people a reason to donate – to help you reach your goal!



Every little helps:

There is no such thing as a too small donation. Just by taking part you are showing your support for children and young people with cancer.

Use our resources:

We've got plenty of resources for you to promote, use whilst live and share with friends and family. All for FREE! So make the most of them.

Have fun!

Most importantly remember to have fun! We want you to enjoy every minute of your stream, and we'll be watching cheering you on!

DON'T FORGET!

Set up your fundraising page

Title and tag your stream. Get promoting and make the most of our FREE downloads and remember you're doing an amazing thing for young cancer patients, whether you have 1 follower or thousands!



YOUNG LIVES
vs CANCER

younglivesvscancer.org.uk