



Tips for Charity Livestreams

Build an Audience

- **Reach out to your networks.** Think about everyone in your life who will want to support your charity fundraiser—online and offline. Reach out to family, friends, coworkers, and your social media networks in advance to let them know when you'll be fundraising for JDRF. Announce your upcoming charity stream to your channel's followers and keep reminding them as the date approaches.
- **Spread the word on social media.** Follows and likes on social media can turn into donations! Put some effort into spreading the word and building hype with people who are likely to support you. Make sure to include a link to your channel and the date and time of your charity stream (including time zone), so people know when to tune in. If you tag @JDRFGame2Give and @Tiltify when you tweet about your charity stream, you might get a retweet.
- **Ask streamer friends for support.** Ask other streamers you know to help boost visibility for your charity stream by retweeting, raiding, hosting, or joining your team to fundraise with you. You can also publicize your charity stream in the [JDRF Game2Give Discord](#). And pay it forward by raiding or hosting other JDRF Game2Give® streamers during their charity streams

Decide on Your Schedule and Goal

- **Set a realistic schedule.** You might be tempted to go all out with a 24-hour marathon or to stream every day during a JDRF Game2Give® event. Keep in mind that charity streams are the most engaging and successful when you're energetic and on your game, which you won't be if you're burned out. And in order to raise money, you need viewers! So, consider when you're most likely to have an audience. A few shorter, well-planned charity streams can be just as successful as a 24-hour marathon.
- **Set a goal that's challenging, but still within reach.** You can always increase it later. And people will get excited as you approach your goal, so smashing past it can encourage more donations.

Customize Your Campaign

- **Make your fundraising campaign your own.** [Tiltify allows you to level up your charity stream in a variety of ways](#). This includes sharing your reason for streaming; setting a fundraising goal, milestones, and targets; creating polls; offering incentives; customizing your overlay; integrating Crowd Control; and more. Don't forget to publish your campaign!

Plan Milestones and Incentives

Milestones and incentives encourage people to donate. You can set these up in Tiltify to integrate them into your campaign (look for the Incentives heading on your campaign dashboard).

- **Milestones are things you do when you hit a certain amount raised**—like eating a spoonful of hot sauce, dying your hair, or taking a pie to the face. These work best when they're entertaining to your audience but also challenging to you. (Eating hot sauce isn't such a big deal if you're immune to spice!) But also make sure to stay safe and don't commit to doing things you can't follow through on.
- **Incentives are rewards your donors can "buy" with their donations.** They can relate to a game you're playing ("pledge \$5 and I'll play one-handed for five minutes"). They can also be related to your real-world setup and talents ("pledge \$10 and I'll juggle on camera"). And they can be silly ("pledge \$25 and I'll wear a dinosaur costume for the next hour"). They can even be digital or physical prizes—but remember you're on the hook for getting these prizes to your donors after the charity stream ends.
- **Plug your milestones and incentives during your stream.** You can list them in your panels or create a chat command like **!milestones** to easily remind people what they are. Also mention milestones and incentives occasionally while you stream, to encourage donations. And make sure you follow through! There's nothing more disappointing to a donor than shelling out for an incentive or milestone and having it go ignored.

Make It Easy for People to Donate

Donations can be made to your Tiltify campaign using a PayPal account, Amazon Pay (the credit card linked to your Amazon account), or a credit card through PayPal (no account required). Here are some ways to make the process easy for donors:

- **Put a Donate graphic in your panels and link it to your Tiltify campaign's donate screen** (example: <https://tiltify.com/@jdrf/jdrfs-game-over-t1d-campaign/donate>). You can use one of the graphics or logos we provide on our [Streaming Assets](#) page or create your own—just make sure it stands out among your other panels so it's easy to spot.
- **Create a !donate chat command with a link to your Tiltify campaign.** Put this chat command in your stream title and keep reminding people about it while you're streaming. You can also set up a chatbot or ask your mods to type it in at regular intervals (like every five minutes).
- **Add the Tiltify extension to your Twitch panels.** This includes a handy funding bar to show your progress.
- **Display a QR code on-screen.** Go to the Overlay tab in the Tiltify dashboard to create a unique QR code that points to your campaign page.
- **Make the first donation.** Before your charity stream starts, it's a good idea to make a donation to your own campaign to test that alerts are working. Added bonus: people who make the first donation to their campaign are shown to raise more money!

Use Fundraising Overlays and Alerts

- **Fundraising overlays have a progress bar that shows how much you've raised.** We strongly suggest using an overlay so viewers know right away that you're doing a charity stream. Plus, seeing the progress bar go up is a great incentive! You can use the JDRF Game2Give® overlays from our [Streaming Assets](#) page or create your own on Tiltify (look for Overlays your campaign dashboard).
- **Alerts display on-screen whenever you get a donation.** This is a great way to recognize your donors and keep the hype going during your stream. You can customize them with music and animation to make them more fun. Remember that you need to integrate your Tiltify campaign into your streaming software for donation alerts to work—do a test donation before your charity stream starts to make sure alerts are working properly!
- **If you decide not to use an overlay or alerts,** make sure you keep an eye on your Tiltify campaign and verbally recognize new donations as they come in.

Talk About Yourself and JDRF

- **Be prepared to share your type 1 diabetes (T1D) story.** Personalizing your experience and why you chose to fundraise for JDRF will make people want to donate. You can also share facts about T1D and JDRF to help spread awareness for the cause—our [Streaming Resources](#) page includes talking points to give you ideas about what to say. And you can encourage viewers to ask questions about T1D in the chat.
- **Mention that you're raising money for JDRF every 10–15 minutes.** This way new people who come in will know what's going on.
- **Integrate your diabetes tech into your stream.** This can be a great way to educate and engage your audience. Get creative! We have seen streamers check their blood sugar as an incentive, demonstrate how their pump works, and even display their CGM reading on-screen into their streaming software so their blood sugar reading displays on-screen.

Keep In Touch After Your Stream

- **Share your success with your social media followers and your community.** They will want to celebrate your achievement. Make sure to tag us too!
- **Reach out to people who supported you.** Thank your donors by tagging them on socials or sending personalized thank you notes. You can also encourage supporters to ask for matching gifts from their employers to power up their donations.
- **Start planning for next time.** Schedule your next charity stream or plan to join us for an official JDRF Game2Give® event. We post about upcoming fundraisers on [Discord](#) and will send email updates if you opted in on the JDRF website or Tiltify.