



Tips and tricks for streaming fundraising



Promote

Promoting your stream to your networks and beyond will help you raise more money so that we can provide support and advice to everyone with a mental health problem.

Shout about your charity stream on your Twitter, Instagram, Discord servers and don't forget to mention it in your regular streams as well. Successful fundraisers recommend promoting your charity stream a month in advance.



Plan

Give time to plan your charity stream and think about what ideas you could use to get more people donating.

It could be through special guest appearances on the stream, speed runs of your favourite games or by mixing it up through a game schedule throughout the day that you will play.

The gaps in between games, when you talk directly to the audience, is when most fundraising platforms notice the most donations - so it would be good to think about what you want to say to those watching your stream.



This would be a good time to talk about Mind, and why the support of those watching is so important.

If you have your own story with mental health that you feel comfortable to share, this could be a nice time to talk about it.

But please think about your own wellbeing and whether you feel up to it.

Time To Change, our stigma fighting campaign, has some great resources on [how to talk about mental health](#) and [talking points](#).



Prep

If you have the tools you might want to prepare some unique designs for your charity stream to make it stand out from your normal stream.

Perhaps you may want to follow Mind's colours (blue, yellow and purple) for this one off charity stream and we would be happy to send you some Mind branded resources if you wanted to spruce up your gaming space, just drop us an email at gaming@mind.org.uk

You are welcome to use our "in aid of" logo, which is especially for our fundraisers. [Email us](#) if you would like a copy.



Play

If you're using Tiltify, make the most of the features this platform has to offer to maximise your fundraising. Check out the guidance on Rewards, Polls and Challenges on their [blog](#).

Our favourite is the challenges feature, which you can set mini goals for people to directly donate towards e.g. playing the rest of the game with your left hand.

It is a fun extra element to make your stream even more engaging.





play for better mental health

Find us on:



@MindCharity



mindcharity



@mindforbettermentalhealth



Mind

#switchoffgameon

mind.org.uk

gaming@mind.org.uk

Charity reg no. 219830.