

Fundraising ideas and tips to up your game

Whether it's a solo stream or a gaming tournament as a team, you will be making a huge difference for people living with epilepsy.

Here's some hints and tips on how to level up your fundraising but if you have any questions, just drop us an email at events@epilepsy.org.uk

Looking for extra inspiration?

Here's some tried and tested fundraising ideas to help you plan your fundraiser.

- **Take on a 24 hour stream** – whether you team up or fly solo, this is the ultimate test of endurance for any gamer (check out our tips on how to play safely)
- **A speed run challenge** – pick your favourite game and attempt to get to the end in record time. You could even add in a 100% completion rule – the choice is yours!
- **Organise a gaming tournament** with friends or family. Mix it up and play in teams to see who will be crowned winners of the tournament!
- **Switch your perspective** – pick a game you've played before but narrow your field of view to really challenge yourself



Setting up a fundraising page:

To get started you'll need to set up a fundraising page to collect your donations. You can do this through JustGiving. Here are a few tips for when setting up your page:

- **Personalise your fundraising page** – upload photos and try to include stories of why you've chosen to fundraise for Epilepsy Action
- **Set a fundraising target** – fundraisers who set a target on their page raise nearly twice as much!
- **Share your progress** – post regular updates to your page to share your experience about your challenge. It's a great way to encourage more donations
- **Promote your fundraiser** on social media and use our cool overlays! Don't forget to tag @epilepsyaction
- **Share your success** – once you've completed your challenge don't forget to shout about it! Thank everyone who sponsors you and make them feel great about their donation – they might then share your page with others

Further information

Contact our Fundraising events team at events@epilepsy.org.uk or by calling 0113 210 8824



Start streaming

Now that you've set up your fundraising page you need to link your page to a streaming platform. You'll also need to download streaming software (such as OBS) to connect your video broadcast to your streaming platform.

It's up to you which platform you use but some of the most popular platforms for charity streams are Twitch or YouTube. Check out **JustGiving's step-by-step guide** on how to get up and running.



Maximise your fundraising

Every penny that you raise will help make a difference for people living with epilepsy. Here's some tips to help you maximise your fundraising and get the pounds piling up:

- **Set a target** and keep friends, family and followers up to date with how you are doing
- **Add in-game challenges** – create a list of targets for yourself to encourage your viewers to keep watching and donating
- **Stay connected and thank everyone** who sponsors you and make them feel great about their donation. They might then share your page with others too
- **Use the downloadable social media graphics** and include a cool overlay to help advertise your stream
- **Use an Epilepsy Action sponsorship form** for any offline donations and don't forget to ask your sponsors to Gift Aid their donation
- **Use the epilepsy information sheet to engage with your viewers** and let them know how their donation can make a difference
- **Ask your employer if they offer a matched funding scheme** – it's a great way to increase your total as some employers can double what you've raised!

Don't forget to **register your event** with us to receive our fantastic fundraising pack!

We are here to help every step of the way.

Visit **epilepsy.org.uk/gaming**

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