# A GUIDE TO
# streaming & playing for pets

## PAWS 2 PLAY

**BLUE CROSS**
Pets change lives
**We change theirs**

BLUE FOR PETS CROSS

# Gaming for good
## Your journey starts here

Inside this guide you will find tips, tricks and inspiration to help kickstart your fundraising.

For 125 years, we've been helping sick, injured, and homeless pets. From the streets of London to the frontlines of World War One. We've never closed our doors to vulnerable pets.

Today, there are millions of families with a pet in their life – thousands who currently need our help, and thousands who will need us in the future. That's why we're here to offer lifelong, ongoing care and support for pets and the people who love them. **But there are so many who still need our help**.

With you by our side, we can provide nationwide support for the most vulnerable. And we'll continue to campaign on issues that affect thousands of pets' lives, and cause stress and worry for their families. Only by doing this will pets and people have happy lives together.

## READY PLAYER ONE?
## LET'S GO!

# We made a big difference in 2022

**4,003**
pets helped by our rehoming services

**19,457**
calls and emails were answered by the pet bereavement service

**49,365**
children and young people were educated about pet welfare by our education team and volunteers

**1,731**
behaviour consultations were carried out for Blue Cross pets

**24,204**
pets received veterinary care at one of our hospitals or clinics

**£2** could keep a cat warm and safe at one of our centres for a day

**£5** could pay for a kitten to be microchipped, helping owners to be reunited with their loved pets should they ever go missing

**£30** could fund an unwanted horse's basic hoof care

**£15** could help pay for fresh bedding for a rabbit at one of our centres

**£48** could buy eight feeding bottles for hand reared kittens that have no mum to look after them

**£100** could pay to health check a litter of three unwanted puppies

**£300** could help 10 cats to receive their essential vaccinations from our vets

**£443** could help cover the costs of caring for a rabbit until they find their new home

**£1000** could cover the cost of leasing our animal ambulances for a month

**£3,582** could pay for the expert behaviour training and care our teams give to a horse during their entire stay with us

# Fundraising mode enabled

**Take your usual gaming and streaming sessions and supercharge them with fundraising mode! Follow these steps and you'll be on your way to becoming a pet hero.**

## TOP TIP!

Once you've set up and published your fundraiser, why not make a small donation to your own page? It shows everyone you mean business and that everything is up and running. What's more, just £3 could help to keep a pet safe and warm at one of our rehoming centres until they find a loving new home.

If you find yourself stuck, then check out this short tutorial video or of course you can email us on Paws2play@bluecross.org.uk or join us on Discord to get some support.

**1** Visit Tiltify
https://tiltify.com/blue-cross

**2** Take a look and join one of our events if there's one happening or hit "Start fundraising" to do your own thing

**3** Log in using an existing social media account or create a Tiltify account

**4** Follow the steps to name your fundraiser, link up your livestreaming accounts if you're using them and set a goal then press continue and create campaign

**5** Publish your campaign and you're ready to start collecting donations to help pets

# Planning your challenge

**Psst.. cheatcodes to supercharge your fundraising money might not be as easy as entering a cheat code on The Sims but following these tips might help you hit the motherlode. Just remember, no matter how much you raise, every penny helps to make a difference.**

## Make it yours.

Take some time to unleash your pet-ential and personalise your fundraising page with your story and why you've chosen to fundraise for Blue Cross.

## Plan ahead.

Have an idea in mind for what you'll be doing and when. Small preparations like having some facts about Blue Cross along with some incentives for those who donate will your event run that much more smoothly.

## Livestream anything.

It doesn't have to be a video game either. From chatting, crafting or chess, to live music, reaction videos or even a game of Dungeons and Dragons. If you and those watching enjoy it, you can make it into a successful fundraiser. Just have fun and play for pets your way.

## Shout about it.

From the rooftops if you have to (ok maybe social media would do the trick). Message friends and family, post in Discord servers, Tweet it and get the word out there. Let them know what you're doing and when so they can get involved and support you.

## Say Thanks.

A shout out on stream, a quick text to say thanks for donating or even tagging them in a post on social media helps to recognise how incredible your donors are and the difference they are making.

## Double Up.

Check with your employer to see if they offer matched fundraising. If they do it's an easy way to double the total you raise and help twice as many pets!

Those are just the basics, if you're ready to take things to the next level then take a look at the challenge ideas on the next page!

# Challenge accepted!

**Once your page is set up, it's time for the fun part, setting some incentives to help earn those donations.**

**We've seen some incredible ideas from our community during previous challenges, here are just a few to get your creative juices flowing! The more fun and interesting your ideas are, the more likely your event will stand out and be a success.**

**Set up some rewards** for your viewers to redeem by following this guide on Tiltify. It can be something physical that you send out like a personal thank you note and a bad drawing of them or their pet, or something virtual like cutting to a pet cam.

**Set a milestone** or stretch goal (follow this guide) and if you hit it, then it's time to reward everyone. That could be a bonus stream wearing a onesie or cosplay, an impromptu dance party or even dying or shaving your hair live on stream.

**Test your tastebuds**. Have a food you can't stand the taste of? Brave enough to try some every flavour jelly beans when someone donates? You might not like it but your audience will love to donate to see you try this.

**Set up a poll** (follow this guide) and ask donors or your community to settle a debate. From deciding which of the original starter Pokémon is the best (obviously it's Squirtle right?) to choosing the game you play next, few things work better at creating engagement than a poll.

**Reward donors** by naming characters in your game after them.

**Make your life more difficult either in real life or in the game.** Playing with socks on your hands, a blindfold on, inverting your controls or even releasing a Pokémon with each donation over a certain amount. Never underestimate how much the internet loves chaos!

**Mix things up and spin a wheel** after each donation to decide your fate from a number of different forfeits you and your community chose in advance. Some can be treats, some might be silly like putting on an item of fancy dress while some might be as bold as waxing your legs.

## TOP TIP!

Once you have your fundraiser set up, you can turn on Cause Rewards on Tiltify to show your donors some of these examples of how they are helping the pets!

# The next level!

**2015 has been and gone and despite predictions made in Back To The Future II, tech hasn't quite got to the point of flying cars. But it can supercharge your fundraising if you use it right!**

## Team Up.

Join forces with friends over the internet and run an event together, you can either work together or make things competitive and encourage people to donate to your fundraiser and whoever raises the least has to take on a forfeit. You could even host a tournament and ask people to donate to enter.

## Let the crowd take control.

If you're playing one of these games on PC, you can use the incredible Crowd Control plugin and Tiltify to let your donors effect your game directly. Whether they will use that power for good or for evil? Well, there's only one way to find out...

Set it up by following this guide.

## Overlays and Alerts.

Quickly and easily set up a custom overlay which displays your fundraising total, latest donors, milestones and more live on your stream. Simply set up the widgets you want to use and copy the URL to use as a browser source and you're good to go. Take a look at the quick tutorial from Tiltify here. You can even add Gifs and sounds for custom alerts each time you receive a donation!

If you want even more customisation options then you can look into the integrations with Streamlabs.

## Shout About It.

Set up some commands for chat or a bot so even when you're busy gaming, people can easily get key information about Blue Cross and be sent to your donation page.

You can even put things on a timer so they repeat regularly and any new viewers that join your stream won't miss this important info!

# Play it safe advice

**We want to make sure you stay safe whilst you're playing for pets so we've put together a few top tips to help you whilst taking on a fundraising challenge.**

## Look after yourself

If you choose to play for a long amount of time in one sitting as part of your challenge, and especially if you are doing a marathon session remember to look after your health. Make sure to take regular breaks away from the screen, have a walk around, keep hydrated, grab a healthy bite to eat and use the loo when you need to. It doesn't matter what point you're at with your fundraiser, if you feel unwell at any point make sure to stop.

## Keep it personal

Whether you're streaming or gaming online, keep your personal details safe and don't share them with anybody. If you're running a tournament, we recommend only inviting players that you know. Donations made through Tiltify are safe and secure and so all you need to share is the link to your fundraising page rather than emails, bank details etc.

## No Trolls

If you come across anyone that is being a bully, threatening others or intimidating them, block them and report them. If you can, we also recommend setting up a trusted friend as a mod for your chat and if that's not possible you can find a number of free bots that can filter and remove certain messages for you so you can keep your focus on having fun. If it gets too much for any reason, stop your challenge.

## With great power comes great responsibility

You're a streaming superhero but please remember you're responsible for the content of your stream. Don't do anything that might put you or others in danger as part of your fundraising and remember that if it's online, it's public.

A good rule of thumb is if you wouldn't say or do it in person, stop and think twice! Make sure to follow your chosen streaming or gaming platform's community guidelines and terms of service and remember while you're fundraising for us, you're representing the charity too. If needed mark your stream as mature to help protect younger supporters who might be watching.

## We're for pets

Hopefully you are too if you're raising money for Blue Cross!

Please remember that you are representing the charity when you fundraise for us. If you are unsure of something you want to play or do on stream would be ok please check with us first by emailing **paws2play@bluecross.org.uk**

We can also help to answer questions about the charity that you might receive whilst streaming for us but if you don't know the answers please don't guess and give out the wrong information, just drop us a line and we'll do our best to help.

## Under 18's

As with all of our fundraising events, we ask that you get parental permission before taking part. If you have any specific questions, please email us at **paws2play@bluecross.org.uk**

# Fundraising examples

**Some games can be tough, and so can fundraising. That's why we reached out to some of the amazing fundraisers who have supported us before and asked them to share their advice with you.**

## DontRachQuit

Rach made great use of Tiltify polls during her last event and gave viewers the opportunity to vote on which game she should play at the end of her challenge.

She said that her number one tip was "Knowing your audience" as this helps with setting a realistic goal which you can attach some great incentives and rewards to that you know they really will love. This means you can smash through your initial goal and increase it as you go.

"My audience loves to see me play silly games, or horror, and they love to win physical prizes like pin badges. It's a lot of work, to do your best, but knowing who you are asking for donations from will definitely help you with getting them!"

This paid off as Rach raised over £5,000 during her challenge in 2021!

## SophaliaUK

Sophalia has streamed for us several times since we first launched our Paws 2 Play gaming for good campaign and has raised more £1000 in total during that time. When asked about her success she said

"I would say my top tip is to just have fun with it, enjoy the games you are playing and have fun with the campaign"

She also mentioned how important it is to stay positive and not get too discouraged if no donations are coming through which can often be the case for smaller streamers.

Participating is still important and by shouting about some of the charities success stories and sharing your fundraiser with friends and family, you're also helping to raise awareness about what Blue Cross does.

## Aaron_DukeGame

Aaron created some fantastic milestones and incentives for anyone who donated to his 1897 Challenge fundraiser.

From starting off easy and wearing a blue wig when he raised £25, right through to waxing a body part each time his character died once he had cleared £200 milestone. These fun incentives worked very well as they were achievable. He added

"It's important to make sure you're challenging yourself and giving those who support you something awesome to aim for, but you also don't want to overpromise. For example, if you know you're not going to be comfortable being on video whilst streaming, don't make a face reveal a milestone in your fundraising. Your comfort, safety, and happiness should never be jeopardised by the fundraising."

# PAWS 2 PLAY
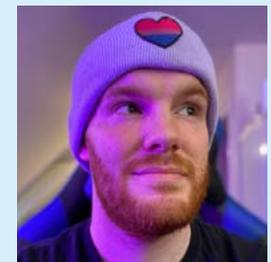
# Thank You

**Just by thinking about fundraising for us you've taken the first step towards doing something incredible for pets. We couldn't do it without you.**

Make sure to shout about your fundraiser on social media using **#Paws2Play** and tagging us in any posts so we can see your fantastic ideas being put into action.

**@BX_StreamTeam**       **twitch.tv/the_blue_cross**       **discord.gg/Z8yjJxV**

**tiktok.com/@blue.cross**       **instagram.com/the_blue_cross**

and remember you can always email us at
**Paws2Play@BlueCross.org.uk**
if you need any other help and advice.

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