

A GUIDE TO
**creating,
streaming
& playing
for pets**



Your fundraising journey starts here

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



Thank you for wanting to help make a difference and taking the first steps towards changing the lives of pets in our care. You are amazing.

For over 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 TO
FIND OUT MORE?
LET'S GO!**

We made a big difference in 2023



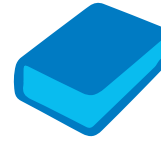
5,966

pets helped by our rehoming services



20,381

calls and emails answered, and webchat conversations has by our pet loss team



53,410

people reached through our education services



1,464,963

pets fed for a day through our pet food banks



25,252

pets helped by our veterinary services

£2 could help towards keeping a cat safe and warm at one of our centres for a day



£37 could feed a cat for the average stay in a rehoming centre



£52 could help us vaccinate a horse against life threatening diseases



£360 could help to cover all the costs finding a new home for a rabbit



£644 could provide a week of expert care for pets in need



£7 could pay for a microchip for a dog, helping to reunite them with loved ones if they ever go missing



£15 could help protect a rabbit from fleas and worms



£100 could pay for essential vet checks for a litter of three puppies



£250 could help towards training a person for our Pet Loss Support Service



£1,000 could help cover the cost of our Pet Loss Support phone line for two weeks



Pawsome success stories

Facts and figures are all well and good, but we wanted to share some real-life success stories with you to show just how your support can help change lives for the better.

From rags to riches

Living off scraps in a busy pub car park, surrounded broken glass, building work and even rat poison, Daisy and her three kittens were in dire need of help. When our fundraising team were told about the strays by hotel staff while attending Insomnia Gaming Festival at the NEC, they knew they had to act especially as they found out one kitten had already been fatally hit by a car due to the perilous conditions.

With local rehoming sites all struggling for space, the team pulled out all the stops, tracking down traps and carriers at a local RSPCA centre and then patiently in the midst of a heat wave until they could get the family to safety.

Initially catching Daisy and Tom, then later Oscar and Mary, the team drove hundreds of miles between the West Midlands and our rehoming centre in Burford to reunite the family and get them the vet care they needed.

While the kittens who had probably never seen humans before, needed time in foster care to build their confidence, the affectionate Daisy was soon rehomed to the most unexpected of places, the spectacular gardens surrounding the luxurious Blenheim Palace Lodge Retreat!

There every step of the way

Terrified and confused, Hazel was abandoned near to our Southampton rehoming centre, where our team had to entice her away from a hiding spot in the bushes with treats. Scared, dirty, in pain and desperate for kindness, the lurcher reluctantly hobbled over to an unfamiliar outstretched hand.

Although her previous owners had brought her to a safe place, Blue Cross was left with no information about her, so we got to work assessing her needs and health. It became clear that she had difficulty walking and after several x-rays it was clear she suffered from severe hip dysplasia.

Keen to get her on the road to recovery, she was transferred to our Victoria animal hospital in London for surgery to repair the joints. The next step in her journey was a move to foster care, where she received the love and attention she needed, along with regular medication and physiotherapy. Thanks to their dedication, the affectionate and loving Hazel finally made enough progress to start the search for her forever home.

It took some time, likely due to the cost of life-long pain relief and potential future vet bills, but after 418 days in our care, she found a loving new family where she is getting the second chance she deserves.



[Watch Daisy's story here](#)



[Watch Hazel's story here](#)

Choose your adventure

There are so many ways you can fundraise to help pets in need just like Daisy and Hazel, here are just a few ideas to help you start you on your adventure towards becoming a pet hero.

Get your game on

- Get sponsored per achievement or trophy you can unlock in a set time period
- Complete a nuzlocke using only Pokémon based on dogs or cats
- Ask for donations in a poll to decide which game you play next
- Name characters in your game after donors
- Host a games night or a tournament with friends and ask them to donate a small amount to take part

Craft for the cause

- Draw characters from games or movies from memory when someone donates
- Make some cosplay or try your hand at a SFX makeup tutorial based on a suggestion from your donors, if you raise a set amount you could even agree to wear it to work or the shops!
- Draw people's pets against the clock, the bigger the donation, the longer you get to work on that piece

- Organise a virtual workshop where people donate to take part and learn new skills
- Create custom pet-themed arts and crafts to auction off for donations

Caring with content creation

- Create a storytelling or role-playing series with pet related themes and let donors influence the plot
- Launch a photo or video challenge, encouraging people to send in their entries with a small donation
- Host a sub-a-thon but with donations extending the clock, you can even do it in reverse so donations encourage self-care by making the timer shorter instead
- Add a call to donate to your regular videos, streams or podcasts for a month and if a goal is hit create a bonus episode or stream
- Create a challenge run video which is themed to pets, for example how many virtual dogs can you pet in 24 hours?



TOP TIP!

You don't need to stream to make a difference! **Just take a look** at how Lee raised over £450 because of his Blue Cross cat Inari. All by playing games and building Lego for 1,897 minutes.

Fundraising mode enabled

Feeling inspired and ready to go? Take the next step on your quest to becoming a pet hero and supercharge your fundraising thanks to Tiltify!

Want to make the most out of your Tiltify fundraising campaign?

Watch our [tutorial video](#) for a step-by-step walkthrough from our team who will explain all the settings and features for you in less than five minutes!

Follow along with these steps opposite and you'll be ready to go in no time.



1

Visit Tiltify

<https://tiltify.com/blue-cross>

2

Click start fundraising

3

Log in using your social media account or create an account with Tiltify

4

Follow the set-up steps to create your campaign by naming it, setting a goal and linking your livestream if you want to

5

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

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 so they are more likely to donate.

Fundraising 101

Whether this is your first fundraising event, or if you're a pro who's done it all before, these tips can help build the foundation for a successful campaign!

Make it yours

Taking a bit of extra time during your set up can really unleash your pet-ential. Add a story, some details about why you've chosen to fundraise for Blue Cross and even a profile picture so when someone visits your page, they know it's yours!

Shout about it

From the rooftops if you have to (ok maybe social media would do the trick too). Tweet about it, post in Discord servers, and don't be scared to message friends and family too. A personal message asking for their support, sharing the link to your campaign and explaining how much it would mean to you can make a big difference.

Say thanks

Whether it's a shout out on stream, a quick text or even a social media post to say thank you, it's so important to let everyone know that their donation is appreciated and will help to change lives. You can use some of the stats in this guide to even tell them how it might help!

Double-up

It might not always be something that crosses your mind, but checking with your employer to see if they offer a matched fundraising scheme can be an incredible boost to your campaign. If they have one in place, they might be able to donate £1 for every £1 you've raised which means you'll be helping twice as many pets! Get in touch with us on paws2play@bluecross.org.uk if you'd like a helping hand with applying for a scheme like this.

Fundraisers assemble

Create the ultimate team of fundraisers, just by inviting your friends to join you. You can all work together towards a shared goal or compete to see who can raise the most. Having the support of others can really help to take things to another level so give it a go!



Challenge accepted!

Once your page is set up, it's time for the fun part, setting some incentives and using Tiltify's extra features to help earn some 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.

Make it rewarding for anyone who donates! Use this guide to set up your own rewards, it could be as simple as drawing a picture of someone's pet, sending them some limited-edition stickers or pin badges, or even just turning a pet cam on for a set amount of time! The only limit is your creativity.

Set a milestone or stretch goal using this guide and then if you hit that goal, you can do something extra special to celebrate. It can be anything from having to go out in fancy dress, to an impromptu dance party or playing a scary

game. Think about what those you're asking to donate might like to see you do. If it's something interesting or inventive, it's more likely to capture their attention.

Set up a poll and ask donors to help settle a debate for you using this guide. From which Pokémon starter is the best (it's obviously Squirtle right?), to choosing what cosplay you should make next or which game you should play. It could even be what you should name your new pet! Set up a few options and then see what everyone thinks.

Going once, twice, sold! Tiltify has a built-in [auction house feature](#) which you can use to give donors the chance to bid on unique items to help your fundraising. It could be some handmade art, a 1:1 VIP hangout for someone in your community or even ask local businesses if they could donate something that you can auction off instead!

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!



Top Tip

If you're streaming on Twitch, make sure to tag your stream with "charity" and "Blue Cross", that way other streamers taking part in the event can find you more easily if they want to come and support! You can also find other fundraisers to raid by checking out the event page on Tiltify and seeing who is live when you are!

Going live!

Livestreaming is a fantastic way to help add some extra interactivity to your fundraising campaign, whether you're a streamer just starting out, or someone who has already built a community. We've gathered some great resources to help you with your event once you go live.

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 more customisation options then you can look into the integrations with Streamlabs. We even have Blue Cross branded overlays, starting soon screens and more available for download in our toolkit

Commands and bots

Make sure that people watching your stream can call up a link to donate to your fundraiser quickly and easily using a bot and command in chat. That way they can donate without even leaving stream! 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! To help, you'll find a list of suggested commands in our toolkit ready to add to your chatbot!

Going Live For Pets Checklist

- Set up overlays for the event
- Set up !donate command for chat
- Tag your stream with "charity" and "Blue Cross" so it's easy to find
- Mention @BX_StreamTeam in your tweets so we can see your plans
- Build the hype, plan your incentives and rewards ahead of time and share them with your community
- Remember to tell your IRL friends, family and colleagues as well

Play it safe advice

While we all want to make sure that pets have better lives and welfare, we want to make sure you don't forget how important your health and safety is too. So, whether you're creating, streaming or playing for pets, make sure to keep these tips in mind during your fundraiser.

Look after yourself

If you're streaming or playing, especially if you're doing a sub-a-thon style or marathon fundraiser it's extra important to look after your health. Plan in regular breaks away from the screen, stay hydrated, take a short walk and remember to grab a healthy bite to eat and use the loo when needed too! These breaks can be a great time to share some videos from our YouTube channel with your audience so they can find out about our work too. Just remember, no matter what point you're at with your fundraiser, if you feel unwell at any point, please stop and put yourself first.

Keep it personal

Keep your personal details safe and don't share them with anybody. Donations made through Tiltify are safe and secure so all you ever need

to do is share the link to your fundraising page, not your email or bank details. If anyone wants to donate cash, let us know and we can arrange to send them an official paying in slip.

No trolls

Unfortunately, fundraising online does run the risk of encountering trolls, either while you're promoting your event on social media, or even in chat and comment sections for any content you create. If you come across anyone who is bullying, threatening or intimidating others then block and report them. If you can, set up a trusted friend to moderate chat or comments on your channels and make use of any automod and authentication tools available on your chosen platform. You should also take care not to be pressured into offering any incentives for donations that you're not comfortable with. For example, if you wouldn't want to shave your

hair for hitting a target, it's ok to say no! If it feels like things are getting too much, or if you feel unsafe or unhappy for any reason, stop your challenge, report things and let us know if we can help.

With great power comes great responsibility

You're already a pet hero, but please remember you're responsible for the content you create. That means not doing anything that might put yourself or others in danger and following all the rules of any gaming or streaming platforms you're using. This includes things like copyright and ensuring that your content is appropriately marked as mature to help protect younger supporters. Remember, while fundraising you're representing Blue Cross so if it's something you wouldn't do or say in person with our team there, we'd advise against doing it!

We're here for pets

Hopefully you are too if you're reading this and supporting Blue Cross.

That means it's important to take care of your own pets and their welfare on stream. That includes not putting them into stressful situations such as dressing them up or picking them up and forcing them to be on camera if they don't want to be.

Fundraising examples

Fundraising can be tough, especially as we're all faced with the cost of living crisis. That's why we thought to finish this guide, we'd leave you with the amazing stories and advice from some of the wonderful people who have supported us with gaming, streaming and creative fundraisers in the past.



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.

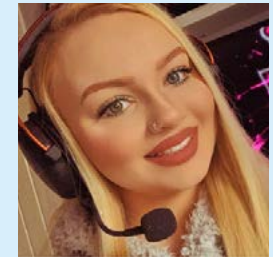
"My audience loves to see me play silly games, or horror, and they love to win physical prizes like pin badges. It's a lot of work, to do your best, but knowing who you are asking for donations from will definitely help you with getting them!"

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

SophaliaUK

Sophalia has streamed for us several times 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.

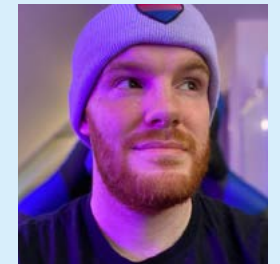


Aaron_DukeGame

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."



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.

Blue Cross is a charity registered in England and Wales (224392) and in Scotland (SC040154).



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



@BX_StreamTeam



twitch.tv/the_blue_cross



discord.gg/Z8yjxV



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.



Pets change lives
We change theirs

bluecross.org.uk