

FUNDRAISING TIPS



SET THE DATE

Giving yourself enough time allows you to big up your gaming challenge and get your friends and family excited for it (and gives them notice to put some cash aside to support you and Battersea). Better still if you are planning on streaming your gaming challenge to get your community ready.

PLAN YOUR CHALLENGE

Think about what can make your challenge successful. Get together with your friends to get their ideas or reach out to any other gamers who have streamed a charity gaming event to give you some tips. Things to think about:

- What type of gaming event is it? (Are you doing a marathon, a speed run or a bespoke challenge?)
- What game/s are you going play?
- If you're planning on streaming, what time are you going to start? Make sure your community know.
- Are you going to do any fun challenges for donations at your event? (e.g. for £20 you will do your next fortnite match with only common equip)
- Read up on Battersea and the cause. If you're going to be encouraging your community to donate, you need to be able to tell them why so that that they know why their support is so important.
- Create your JustGiving page and share this across your social media channels.
- If you're streaming, download your streaming software and broadcasting software

SET A REALISTIC FUNDRAISING GOAL

Think about your friends, family and community of followers and what you would like to aim for.

YOUR HEALTH MATTERS

If you're considering a marathon challenge take the time to think about your health. Give yourself breaks from the screen, walk around and stay hydrated. If you're not feeling well, stop your challenge.

STREAMING

If you've chosen to stream, make sure you are operating with the Rules of Conduct and Terms of Service of your chosen streaming platform.

Twitch Guidelines <https://www.twitch.tv/p/legal/community-guidelines/>
YouTube <https://www.youtube.com/yt/about/policies/#community-guidelines>

MATCHFUNDING

Speak to your employer about if they support Matchfunding. If they do, you can double your fundraising because for every pound you raise, they will match it.

CREATE YOUR JUSTGIVING PAGE

Team Cat: <https://www.justgiving.com/campaign/teamcat>
Team Dog: <https://www.justgiving.com/campaign/teamdog>

UPLOADING LOTS OF PHOTOS

This is one of the easiest and most effective ways of personalising your page. When your supporters first visit your page, greet them with a beaming picture of yourself. And remember, you can upload up to ten photos, so why not add a few more to really tell your fundraising story. As they say, a picture tells a thousand words, so update your page with new photos to keep your page looking fresh.

ADD A VIDEO

If a picture tells a thousand words, just imagine what a video could, and it's a super-easy way to connect with your sponsors on a whole new level. JustGiving makes it even easier to get your video out there: you can add a YouTube video to your JustGiving page the same way you add photos.

SETTING A TARGET

This is both a great way of motivating yourself and encouraging your supporters. Letting them know that they are getting you ever closer to your goal may just encourage them to give that little bit more. Plus, there's no denying how satisfying it is when you see it tip that 100% mark.

SHOW DONORS WHAT THEIR SUPPORT WILL DO

People love to know the impact of their giving, so if you can, tell them exactly how their donation will help. Battersea aims never to turn a dog or cat away in need of our help. We reunite lost dogs and cats with their owners and when we are unable to do that, we provide them with care and comfort until they find a new home. You can use the figures below as your achievements list when fundraising:

- £10 can buy a blanket for a dog or cat to ensure they keep warm in their kennel
- £25 can buy an enrichment package for a cat, including a wand, food enrichment toys, and a scratching post
- £48 can buy a hot weather package for a large dog, including water feeder, large cooling coat and large cooling mat

- £75 can support the cost of housing a cat in one of our cat cabins for a day
- £90 can buy an enrichment package for a medium dog, including a kong, thunder shirt, slow feeder, treat ball, tough ring and treats

TELL YOUR STORY

We think an engaging story can make all the difference so use your page to tell your story. It's all about letting your supporters know why you're fundraising and what it means to you. You've taken on an incredible challenge; let people know how much effort you're putting in. If they are visiting your page, they must be interested in what you're doing, so make sure you tell them all about it.

SHARE WITH YOUR FOLLOWERS

Post updates to your social media channels. If you're streaming, advertise the same way you do for your normal stream. Twitter is a great platform for updates throughout your challenge. Tag **#Battersea #UltimateShowdown** and your chosen **#TeamDog/#TeamCat**. Ask other streamers you watch/sub to if you can tag them/advertise in their discord. People also tend to match the amounts already listed on the page, and your family and close friends are more likely to get you started with some generous donations.

THANK PEOPLE

Saying thank you is super important and there are plenty of ways you can say thank you to your supporters. You can update the story on your page, send emails out to your donors, tweet a thank you and update your Facebook status. Let people know how your fundraising went, just what their support has meant to you and what a difference it will make.

BEST OF LUCK!

THE ULTIMATE SHOWDOWN TEAM