ARUK CREATORS’ GUIDE

Your guide to hosting an amazing fundraising campaign
CALLING ALL CREATORS!

Live streaming is a fantastic way to connect and create great memories with your community.

Whatever content you create, whether it be gaming, art, cosplay or music, we’re here to help you make the most of your fundraising for vital breakthroughs in dementia research.

If this is your first live stream, please email us at onlinefundraising@alzheimersresearchuk.org or join our Discord here alzres.uk/discord - we’d love to hear about your challenge!

GETTING STARTED

Choose a date to hold your event and let us know when it is. When, where and how long you stream for is up to you and depends on your event, challenge and audience.

CHOOSE YOUR PLATFORM

Twitch is a free and easy-to-use platform for live streamers. However, there are a variety of streaming platforms out there such as YouTube and Facebook, so use whichever one you’re most comfortable with.

PREPARATION FOR YOUR LIVE STREAM

1. Set up your Tiltify fundraising page. Tiltify is a purpose-built crowdfunding platform making it easy to make your charity fundraiser even more interactive with incentives/milestones as well as donation trackers. Create your page now.

2. Don’t forget to check out our ideas to help boost your donations with fun incentives during your fundraiser. The more interactive your stream, the more you could raise!

3. Remember to share your live stream on your socials. Tell everyone! There’s a chance you may even find some new community members during your stream. Also, let us know when you are going live, we will try and say hello.

4. When you are sharing your live stream, remember to post your donation link to maximise donations. Adding @Tiltify and @AlzResearchUK to your posts will make more people aware of your fundraiser.

5. Time to go live. Have fun, hydrate, enjoy your fundraising journey with your community. We look forward to seeing what you get up to.
**SURPRISING STATS ABOUT DEMENTIA**

- Dementia is caused by diseases that physically attack the brain.
- Every three minutes someone in the UK develops dementia.
- One in two of us will be directly affected by the condition in our lifetime – either by developing it ourselves, caring for someone who has it, or both.
- Alzheimer’s disease is the most common cause of dementia, accounting for two thirds of all cases.

**ABOUT DEMENTIA RESEARCH**

- Six times more is spent on cancer research than dementia research.
- There are no treatments to slow or stop the diseases that cause dementia, but research can change that.
- Dementia research is underfunded compared to other health conditions.

**WHAT COULD DONATIONS FUND?**

- £20 could fund one hour of dementia research and lead us to the next big breakthrough.
- £100 could help support our expert drug discovery teams who are speeding up the delivery of effective new treatments.

Find out more stats about dementia at dementiastatistics.org
LOOKING AFTER YOURSELF DURING YOUR FUNDRAISER

Without YOU, there would be no fundraising campaign. Streaming can be mentally and physically exhausting and it’s important to put your own health first. Here are our top tips and tricks for you to look after yourself during your stream.

1. STAY HYDRATED

Although you may think an energy drink is great for keeping you awake and alert, nothing beats the original H2O. The retro beverage, water.

2. TAKE BREAKS

There is an assumption that live streaming is simply ‘gaming with a webcam’. That’s not true. It can be taxing to concentrate on a game, interact with your community, stay on top of chat and keep your energy up. Remember to get up, stretch and take your eyes away from the screen for a few minutes every hour.

3. PREPARATION

This is key to any successful stream. Have an outline of what you want to do during your stream and try and achieve that. Remember to schedule those breaks! You can download videos on Alzheimer’s Research UK to schedule in for your breaks here.

4. YOUR MENTAL HEALTH MATTERS

Talking about a heavy subject for an extended period can be draining on your mental health. Have a plan for after your stream to relax and unwind.

5. POSTURE CHECK

Sitting for hours in a chair can have long lasting effects on you. Remember to get up and move around during your stream breaks.

6. TROLLS

Nobody likes them but they are always around. Have a plan to deal with them. Whether it is banning/blocking them or having some fun with them, it’s always good to have a plan in case they appear.
Incentives and milestones are a great way of boosting donations during your campaign. Once you have set up your Campaign Page on Tiltify these will be easy to add. Incentives are rewards that you give to your community when they donate different amounts. Milestones are things you promise your community when targets are hit.

Want to add a little more to your page? Polls are fun little extras that you can add to your campaign.

Here are some of our favourite milestone and incentive ideas; but be creative and have fun. We’d love to hear what you come up with!

**INCENTIVES**

**Eating Incentives**
- Eat a Beanboozled – The most popular incentive in Tiltify fundraisers!
- Eat a pickle
- Eat a spicy food
- Eat crickets

**Musical Incentives**
- Let someone suggest a song
- Have a rap battle with a donor
- Play a major key song in a minor key
- Learn a new song
- For 5 minutes you can only sing your commentary

**Gameplay Incentives**
- Play blindfolded for ‘x’ amount of time
- Play with the controller upside-down
- Delete your character/Delete your save

**General Fun Incentives**
- Stick googly eyes to your face
- Do star jumps or squats
- Put a pie in your face
- Apply temporary tattoos
- Play a game with your audience
- Wear a hat/change hats/add another hat
- Post a tweet of donors choice or change your profile pic

**MILESTONES**

Milestones when ‘x’ amount is reached, I will....
- Do a cosplay
- Face paint your face
- Play a scary or terrible game
- Shave your hair/beard off
- Have a community gaming stream
- Have a Bob Ross stream
AFTER THE CAMPAIGN

Celebrate your stream, share clips and share your milestones. Don’t forget to message us, we want to celebrate with you. Your amazing fundraising efforts will be sent to us directly by Tiltify, there is no more you have to worry about. Take a break, relax, wind down...you’ve earned it.

YOU’RE MAKING A BIG DIFFERENCE

Alzheimer’s is the leading cause of dementia, and it’s a disease that no-one has yet survived. In fact, it is the only one of the world’s top ten diseases that has no treatment to slow or cure it.

But Alzheimer’s Research UK is committed to changing that. Because Alzheimer’s is a physical disease, and diseases can be treated.

Our scientists are already making life-changing discoveries and, through medical research, we will prevent, treat and, one day, cure the diseases that cause dementia.

With your support and your gaming stream, there’s no limit to what we will achieve. Thank you.

GET IN TOUCH

onlinefundraising@alzheimersresearchuk.org
0300 111 5555
@AlzResearchUK
alzres.uk/discord

Registered charity numbers: 1077089 & SCO42474