

Thank you for choosing to support Rockinghorse Children's Charity with your live stream fundraising.



This guide is aimed at giving you a brief overview of what you will need raise funds for Rockinghorse by live streaming.

However, we also have a more detailed video tutorial created especially for Rockinghorse by YouTuber Matt Culli. In his video he gives details of how to use OBS software for fundraising and how to link your broadcast to your JustGiving page. The link to his video is:

<https://www.youtube.com/watch?v=30HGEdW5X1Y>

What is live streaming?

Live streaming is when you broadcast a video to an audience in real-time. You might stream a live video of yourself talking, performing, or giving a tutorial or demonstration. Game-streaming is when you show the audience a live, real-time video of yourself playing a computer game.

Recently fundraisers across the country have been using live-stream and game-stream to raise money for charity by asking viewers for donations or sponsorship when they watch the stream.

Often the fundraiser will create a challenge for themselves such as trying to stream for 12 or 24 hours or trying to complete a game within a record time. You might decide not to set a challenge but rather to stream an informative tutorial. Whatever you decide to do, we recommend you keep it entertaining and informative to make sure people want to support your fundraising efforts.

What you will need:

Hardware

- **A PC or laptop:** To stream your game from.
- **A webcam:** People are more likely to donate if they can see who they are donating to.
- **A microphone:** If you are giving a commentary or talking directly to your audience, it's important to have a microphone so they can clearly hear you and to eliminate background noises.
- **A Capture Card:** This is necessary if you are streaming from a games console. It takes the images from your console and puts them onto your PC or laptop so you can stream them to your audience.

Software

- **OBS (Open Broadcaster Software):** This is a free to download and very popular streaming software that allows you to manage how your livestream looks. There are several YouTube videos giving details of how to use OBS software so make sure you familiarise yourself with it before you set up your stream.

- **Twitch or YouTube:** These are the websites you can use to share your livestream with your audience.
- **JustGiving:** This is the best way to ask people to donate to your charity.

Setting up your JustGiving page

This is the link to our Gaming for Rockinghorse campaign page on JustGiving:

www.justgiving.com/campaign/gameforrockinghorse

To create your very own page just click the orange 'start fundraising' button. This will walk you through setting up your own personalised page. You will also be able to see the other gaming for Rockinghorse pages and the overall total raise by our super team of Rockinghorse gaming heroes.

When you edit your JustGiving page you will see a variety of tools you can link to your OBS including alerts, gifs and widgets to show your audience how much you have raised and celebrate when somebody makes a donation. You can also show your livestream on your JustGiving page so if anyone wants to donate whilst watching, they don't have to miss the stream.

Top Tips

Make sure you plan

It's important to have an idea of your schedule before you start, especially if you are streaming for 12 or 24 hours. It's ok to change games or take a break from gaming and talk to the audience. You might want to tell them about the charity or answer some of their questions.

Promote what you are doing

For a few weeks before your live stream make sure you tell everybody when to tune in and watch. Tell them why you are raising money and have your JustGiving page set up in advance, some people might make their donation before you even start streaming.

Watch other people's videos

It's a great idea to watch other people's livestreams or YouTube/Twitch videos before you start yours. You can see how they make theirs unique and entertaining and how they lay out their screens.

Test the stream

This is really important! If you have promoted your stream people could be watching from the moment you go live, the last thing you want is to find out something isn't working. You could lose watchers and donations. Consider doing a private stream to just a few people to test everything first.

Be safe and healthy

The most important thing to consider if you are doing any kind of fundraising activity is your own physical and mental health and wellbeing. Below is a list of things you can do to prepare.

- **Drink plenty of water and remember to eat.** If you are doing a long stream for 12 or 24 hours you will be tempted to load up on sugar and caffeine but make sure you pace yourself and don't make yourself sick. Water will keep you hydrated, and you will need proper food and healthy snacks to keep you going too.
- **Take breaks.** A 24-hour live stream does not mean 24 hours of non-stop gaming! Bathroom and snack breaks are essential and so is taking a few minutes every hour to allow your eyes a break

from the screen. You can display a 'be right back' message with a timer so if anyone tunes in whilst you are away, they know when you will be back.

- **Beware of trolls.** Unfortunately, some people use the internet to be negative. If you are streaming live for anybody to see, it is possible that people may make hurtful or upsetting comments. Be prepared for it and don't take it personally. Make sure you report any kind of online bullying to the service provider.
- **Please consider our reputation.** We could not be more grateful that you are using your time and skill to raise money for Rockinghorse through a live stream. We will do our best to help promote your fundraising and your stream. Please remember we are a children's charity and swearing or offensive language could damage our reputation. Please be kind and considerate when representing us.

Setting up a live game-stream for Rockinghorse

Step 1

Decide where you will direct people to watch your stream and make sure you set up an account.

We recommend Youtube or Twitch.



Step 2

Make sure you have downloaded OBS software. This is free to download and is needed to control the layout of your live stream. You can find OBS software here:

<https://obsproject.com/>

Step 3

Set up your JustGiving page so your viewers can donate to your chosen charity. Other fundraising platforms are available, but we highly recommend JustGiving as they have created some great tools you can add to your live stream.

Search Game for Rockinghorse in JustGiving or click:

<https://www.justgiving.com/campaign/gameforrockinghorse>



Step 4

Set up your stream. Link your JustGiving page and your YouTube or Twitch page to your OBS software and decide how you want your livestream to look. Check out this video from YouTuber Matt Culli to find out exactly how to do this:

<https://youtu.be/30HGEdW5X1Y>

Step 5

Once you have set up, planned your stream and promoted it to your friends and family you are ready to go. Don't forget to speak to the Rockinghorse fundraising team. We can help promote your stream and give you tips on how to tell your audience about Rockinghorse.