**How to Run a Charity Stream**

It’s up to you how you run your charity stream – it’s your channel and you know your community best! However, there are some good best practices to follow to make sure your stream is a success.

* **Target** - set a total donation target – this gives you something to work towards during your stream and helps incentivise your viewers to donate
* **Tiltify Twitch Extension** - put the Tiltify donation button onto your Twitch – you can put a Tiltify donation button directly on your Twitch channel, which makes it as easy as possible for people to donate. This is easy to do and is explained in this guide: <https://info.tiltify.com/support/solutions/articles/43000365921-integrating-tiltify-fundraising-extension-on-twitch>
* **Publish your Tiltify page** – It’s good to do this ASAP! People can donate as soon as it’s live, and you can even encourage people to donate before your stream by allowing donations to influence what you’ll play/do on stream. Don’t wait until the day before your stream to publish!
* **Promote your stream!** Make sure to let people know you’re doing a charity stream – talk about it on stream, post to your socials, your Discord, etc. If you tag @WarChild\_Gaming on any tweets we’ll be sure to give you a retweet!
* **Incentives** – come up with donation incentives. This is when if a donor donates a certain amount, they get something in return. For example – donate £25 and I’ll write your name on my wall, etc. Feel free to get creative! You can set these up in Tiltify following these instructions: <https://info.tiltify.com/support/solutions/articles/43000011862-adding-incentives-targets>

This is also a great tool to use to select random challenges:

* **Milestones** – similar to incentives, milestones are ways to encourage people to donate. To mark a milestone it’s good to have a challenge or task to do to really motivate your community e.g at £200 I dress up in cosplay, £500 I eat a raw chilli, £1000 I shave my head (!) Again feel free to get creative here as you know what your community will respond to the best. Again instruction to set these up here: <https://info.tiltify.com/support/solutions/articles/43000008808-adding-milestones>
* **Charity** – while a charity stream is about having fun, it’s also a way to promote our work as a charity. Make sure you keep encouraging people to donate so they don’t forget what the stream is all about! In the toolkit there are also talking points about the charity and our work, as well as the story of a child we have worked with. It’s good to let people know about the charity so they know what impact their donation will have on a child’s life. If you have any specific questions about our work don’t hesitate to reach out.
* **Automatic chat messages** – while you should have the Tiltify extension set up on Twitch, and be encouraging people to donate, it’s best to cover your back and also have automatic messages posted into the chat reminding people to donate and sharing the Tiltify link with them.