GAME ON!

Naomi House & Jacksplace
hospices for children
and young adults

How to gamify your stream

- **Explain who the charity is:** Assume your audience know nothing about the charity and share stories, images and video resources provided.

- **Set clear goals and milestones:** Define what you want to achieve with your live-stream (e.g., a specific fundraising target). Break down the overall goal into smaller milestones to keep the audience engaged and motivated.

- **Create challenges and competitions:** Introduce fun challenges or mini-games during the stream. For example, you could have a trivia quiz, speed runs, or skill-based challenges. Encourage friendly competition among viewers by offering rewards or shout-outs for those who participate or donate.

- **Incorporate donation goals and progress bars:** Use visual aids like progress bars to show how close you are to reaching your fundraising goals. Set up donation goals that unlock special events or actions when reached (e.g., a special performance, a funny challenge, or a Q&A session).

- **Engage with your audience:** Interact with viewers through chat, polls, and live reactions. Make them feel involved in the event. Use interactive elements like live polls to let viewers influence the stream's content or direction.
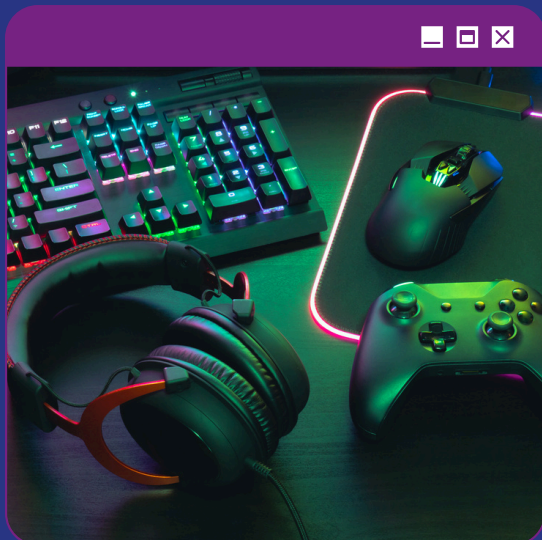
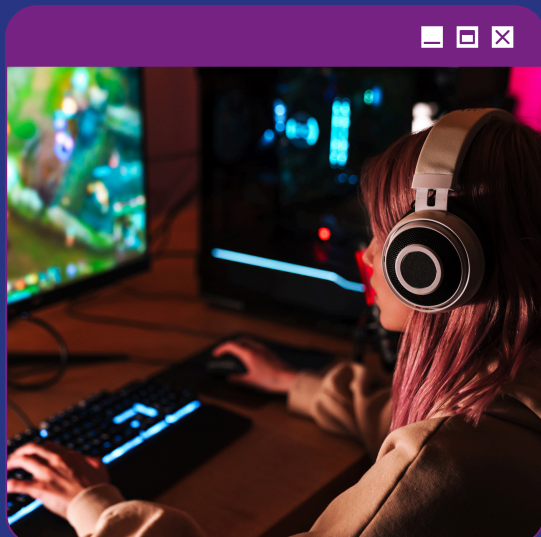# Good luck with your livestream!

To "gamify" means to apply typical elements of game playing (such as point scoring, competition with others, rules of play) to other activities, typically to encourage engagement and make the activity more enjoyable.

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- **Collaborate with influencers or guests:** Invite other streamers, influencers, or special guests to join your livestream. Their presence can attract more viewers and donations. Plan collaborative challenges or games with your guests to keep the content dynamic and engaging.

- **Use gamification tools and platforms:** Utilize platforms and tools that support gamification features, such as Streamlabs or Tiltify, which offer widgets for donation tracking, leaderboards, and more. Explore bot moderation options to manage your chat and keep the environment positive and fun.

- **Promote your stream:** Spread the word about your live-stream through social media, email signatures, and community forums. Create eye-catching promotional materials that highlight the gamified elements of your event.

- **Plan for technical aspects:** Ensure you have a stable internet connection and all necessary equipment ready. Test your setup before going live to avoid technical issues during the stream.

- **Post-stream activities:** Thank your viewers and donors after the stream. Share the results and impact of their contributions. Plan a follow-up activity or event to maintain engagement and keep the momentum going.

Good luck with your livestream!

By gamifying your fundraising livestream, you can create a more engaging and enjoyable experience for your audience, encouraging them to participate and donate more generously.

Reach out to us at
gameon@naomihouse.org.uk

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How to gamify your stream

🎮 Streamlabs

Features: Donation tracking, alerts, leaderboards, and interactive widgets.
Benefits: Easy integration with platforms like Twitch and YouTube, making it simple to engage your audience with real-time updates and rewards.

🎮 Tiltify

Features: Fundraising campaigns, donation incentives, milestones, and polls.
Benefits: Specifically designed for charity streams, Tiltify allows you to create engaging and interactive fundraising experiences with features like donation goals and rewards.

🎮 DoJiggy

Features: Fundraising thermometers, progress bars, leaderboards, and badges.
Benefits: Provides a variety of gamification tools to boost engagement and track fundraising progress.

🎮 Classy

Features: Activity tracking, virtual breakout rooms, mobile bidding, and merchandise sales.
Benefits: Offers a comprehensive platform for virtual and hybrid events, integrating gamification elements to enhance donor engagement.
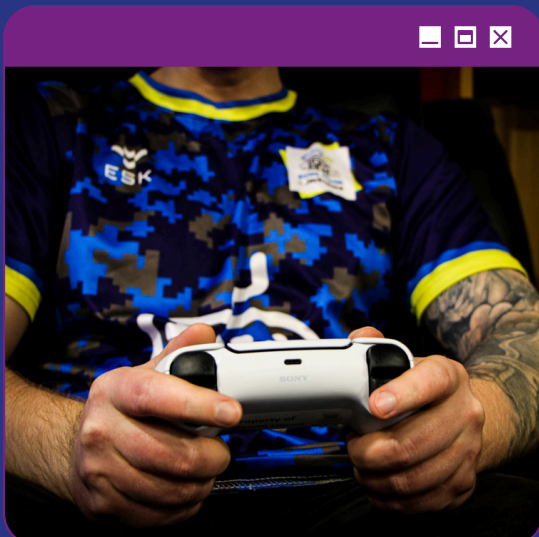
Resources:

🎮 Charity Digital Streaming Guide

🎮 Gamification Blog

🎮 Gamification Tips

Please click on the underlined words throughout the pages to visit their respective websites.

How to gamify your stream

Twitch Extensions

Features: Interactive overlays, mini-games, and viewer polls.
Benefits: Enhances viewer interaction directly on your Twitch stream, allowing for real-time engagement and feedback.

StreamElements

Features: Customizable overlays, alerts, loyalty points, and leaderboards.
Benefits: Provides a robust set of tools to gamify your stream and reward viewer participation.

Crowd Control

Features: Real-time interaction where viewers can influence the game being played.
Benefits: Adds a unique layer of engagement by allowing viewers to directly impact the gameplay through donations.
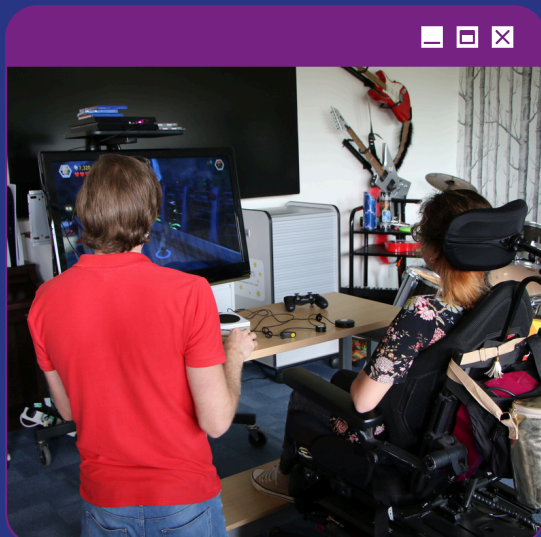
Good luck with your livestream!

We hope these tools can help you create a more engaging and interactive livestream, and encourage your audience to participate and donate more generously.
If you have any other questions or need further assistance, feel free to ask!

Reach out to us at
gameon@naomihouse.org.uk