

LIVE



STREAMING 101



**Children's
Miracle Network
Hospitals®**



extra life

a program of
Children's Miracle Network Hospitals

Using your Stream to #ChangeKidsHealth #ChangeTheFuture

Welcome! We are so excited that you have chosen this path to sharing Extra Life with your friends, family, and viewers by live streaming! This guide will give you a basic overview of the steps and resources you need to raise life-saving funds for your local Children's Hospital.

Keep being amazing to Change Kids' Health. Change the Future.



Welcome!

First things first: THANK YOU for your support.

While this overview is all about live streaming, please note that you are not required to stream in order to participate in Extra Life. That's right! Some Extra Lifers organize tabletop game nights, ask for donations on social media, host podcasts, or plan events. There are plenty of ways to fundraise for your local Children's Miracle Network hospital through Extra Life; but YOU are interested in the exciting world of live stream fundraising and we're here to help you get started!

Step 1 - Register for Extra Life

Before we get to streaming, your first step is to register at extra-life.org



Step 2 - Hardware & Software

- You'll need a device to stream with (desktop, laptop, Xbox, PlayStation) and peripherals (webcam and/or microphone).
- Download or log in to a streaming app software on your desktop (like [OBS](#), [Streamlabs OBS](#), [Lightstream](#), or [XSplit](#)). Have a console? Your Xbox One and PlayStation 4 will have apps to stream directly from your console.
- Set up an account on a streaming platform like [Twitch](#), [YouTube](#), [Caffeine](#), or [Facebook Gaming](#)



If you want to stream yourself without a game, it's possible to broadcast yourself to your Twitch or YouTube channel with just your smart phone.

Step 3 - Set Up

Connect your stream

Connect your stream to your Extra Life fundraising page. Whether you're registered for Extra Life on Tiltify or Donor Drive, you can connect your live stream account so that any time you're live on Twitch or YouTube, you'll simulcast to your fundraising page.

Extra Life Overlays

Add an Extra Life overlay to your OBS scene so that your fundraising stream includes Extra Life branding, your fundraising progress, recent & top donations, and mission information. You can download these resources from the [Extra Life Media Kit](#).

Step 3 - Set Up

Alerts & Integrations

Add alerts from [StreamLabs](#) or [StreamElements](#) to notify your viewers in real time when donation have been made.

Twitch Extensions

Twitch streamers can add the [Donor Drive charity extension](#) or the [Tiltify Fundraising Extension](#) so that viewers can donate directly from your panel.

Chatbots

Set your [Chatbot](#) to share your donation link when you're streaming.



PRO TIP

Add #donate to the end of your participant URL (non-customized) to bring donors right to the payment screen



Step 4 - Raise Funds During Your Stream

Ask For Donations

Playing games is the easy part! Streaming can be fun! But if you don't ask and tell people what you're doing, donations are going to be a little tough to come by. We've given you the tools, now you get to use them!

Promote Your Streams

Promote your streams a few days before they happen. Share the link to your fundraising page on your social channels, emails, text messages, chatbot, etc.

Offer Donation Incentives

Many streamers offer donation incentives to their supporters by performing challenges or dares. [Here are some incentive ideas](#) that you can use...or feel free to come up with your own.

Resources

Don't forget to comb through our [Streamer Media Kit](#) for overlays, infographics, talking points, social media content, PSAs, alert graphics, channel badges, and more!



Stuck? Confused? Let our community of Extra Life streaming experts help! Head to our official [Discord](#) server and ask for some assistance!



- Register: extra-life.org/register
- Media & Broadcasting Kit: extra-life.org/mediakit
- Facebook Fundraiser: extra-life.org/facebookfundraising
- Mobile Fundraising App: extra-life.org/apps
- Extra Life FAQ: extra-life.org/faq



Best Practices

- Customize your fundraising page
- Use the Extra Life Donor Drive Mobile Fundraising App
- Offer donation incentives for donors
- Create a team and invite your friends and family to join and help fundraise
- Make a plan for Game Day
- Set up a Facebook Fundraiser from your Fundraising Dashboard (people who do this raise \$300 usd more than those who don't)
- Ask for donations in many places
 - Writing a blog post gets the word out and offers a good reference point
 - Social posts & emails are easy to reach many people, but are less personal
 - Text messages take longer, but usually have a higher response
 - Asking in person is the most effective way to receive donations
- Promote your fundraising streams everywhere!
- Get sponsors for your fundraising streams