



Explainer

What is Twitch?

[Twitch](#) is essentially a streaming platform, where people can broadcast themselves live playing video games, cooking, playing music or do pretty much anything that can be filmed via a camera. The platform is interactive with a chat section where fans can comment live on the action and talk amongst themselves as well as the content creator reading chat and commenting live on the broadcast.

What is Tiltify?

[Tiltify](#) is a fundraising platform where content creators can set up a fundraising page that connects to their Twitch live stream so they can accept donations for their chosen charity while they stream live. The content creator chats about the charity and why they are supporting them and includes a link in their chat as well as on their Twitch channel where people can donate. The content creator sets a fundraising target and incentives such as – If I raise \$500 I will dye my hair red, the next person who donates over \$50 can choose what game I play next (by requesting it in chat) etc. Tiltify lets the content creator set up a progress bar on their live stream that shows their progress to the target. It also shows live donations on screen as they come in.

What is a content creator?

A content creator is someone who broadcasts live on platforms like Twitch – they are essentially creating content and producing their own shows.

Fundraiser Support

Stream attendance

When a fundraiser is streaming live for a charity, it is important to support them by tuning in and taking part in chat. This shows them we appreciate them and their donors/audience, allows the charity to answer questions from chat about where the funds are going, gives a face and personal touch to the charity AND increases funds! When a rep from the charity is in chat, thanking donors and explaining the impact, there is a large uplift in donation frequency and amount.

With over 40 streamers over 4 days (24 hours a day) we request that participating Tents provide support by tuning into the streams to support our wonderful fundraisers making a difference to Variety kids across the globe.

We have included a Google Doc of the streamer schedule below:

[Streamer Schedule](#)

please allocate your Tent to a stream that fits your time zone (remember to convert to your local time).

Here's how to take part in your chosen stream.

Sign up to Twitch

Visit [Twitch](#) and select sign up and follow the prompts.



So that the content creators and their chat/audience know that you are a Variety rep in stream please follow the below naming convention for your username.

NAMING CONVENTION: *'YourFirstName_Variety_YourTentLocation'*

Login and interact

We recommend checking out a few streams prior to get a feel for how Twitch streams and chat works.

Twitch chat has a distinct culture but don't be afraid! Here's a handy guide

https://help.twitch.tv/s/article/chat-basics?language=en_US

When you are manning a stream:-

- Say Hi (and thanks) when you first jump on chat
- Keep an eye out for donation alerts and thank the donor in chat
- Be ready to answer questions such as where is the money going, how do I donate, and what Variety does.

You may use these general scripts:

1. *Operating for 95 years, Variety has raised billions of dollars to assist children experiencing disability, disadvantage or illness.*
2. *Variety fills gaps left by Government and other organizations by delivering vital equipment and services.*
3. *Variety operates under 3 core programs - Variety's Care Program, Variety's Freedom Program and Variety's Future Program.*
4. *Your donation will help change the lives of children and their families.*

- If someone asks how to donate simply type the command **!donate** and the link will appear in chat

Social Media Engagement

Fundraisers/Content Creators will be promoting their upcoming streams, updating their progress during their streams and celebrating their results and impact post stream on their social media channels. Just as it is important to support fundraisers live on stream, it's great to share the love and support by commenting with a thank you on their socials. How exciting for a content creator to receive comments from Variety Tents from all over the world!

Follow content creators on socials to show them some love and follow the hashtag

#VarietyShowHeart to see and comment posts from all of our fundraisers.



Social media/eDm/Web promotion

- Watch the live stream here: <https://www.twitch.tv/joshtaermusic>
- Direct donation link (hint – add to your chat bot!)
<https://tiltify.com/@showheart/variety/donate>
- More Information – Variety International's Web page:
<https://variety.org/showheart-twitch-charity-concert>

Promo Assets (interchangeable)

- Creative Assets [for Charity Tents](#)
- Promotional Assets [for General Promotions](#)
- Promotional Assets [for Streamers](#)