



PAWSOME PLAYERS

Fundraising kit





Become a Pawsome Player - play your heart out and help cats.

Whether it's a Super Smash Bros tournament, a solo Fortnite stream or speed running a Spyro classic take on our latest challenge and Game for Cats.

We're challenging you to help us look after homeless and injured cats and find them the loving homes they need. We've got loads of resources to help you on your journey to becoming a Pawsome Player – including this great fundraising pack.

We know some gamers struggle with their mental health and that gaming can help them to manage some aspects. We also know lots of people find having a cat improves their mental health considerably, so we think asking gamers to help save cats' lives makes perfect sense.

Thousands of cats need us every year – whether they're abandoned, abused, in need of medical care or their owners simply can't care for them any longer. We're only able to care for these cats and treat them with kindness and an understanding of their needs thanks to people like you fundraising for us.

We've been able to help cats like Stitch, Willow and Raz over the past year. Without our help Raz still might be finding shelter in a compost bin, Willow almost certainly wouldn't have survived her pneumonia and Stitch wouldn't be in his new loving home.

Welcome to #TeamCats

Thank you for signing up to be a Pawsome Player! We're so excited to have you on our team. This pack will give you some ideas on how to fundraise through gaming, hints on how to reach your fundraising target and the difference you'll be making to cats' lives.

If you have any questions please drop us an email: pawsomeplayers@cats.org.uk and we'll get back to you as soon as we can.





Not sure where to start?

There are lots of ways you can become a Pawsome Player, if you're not quite sure what you'd like to do we've got plenty of ideas below.

- 🐾 Streaming marathon – either a shorter stunt solo or see if you can stream for 24 hours as a team
- 🐾 If there's a whole team of you then you could even look at creating a weekend marathon and making an event out of it
- 🐾 Speed running – see how quickly you can complete some of your favourite classic games
- 🐾 Gaming tournament – invite friends over and see who will be crowned champion
- 🐾 Could you do this as a charity fundraiser at work? Buying versus Sales to see which team will win the tournament?
- 🐾 Gaming party – even if only a few people game you can still host a game-themed party
- 🐾 Take on a gaming challenge – can you finish in the top 10 in Fortnite using only green weapons? Can you complete a game on maximum difficulty? Fight a final boss blindfolded?

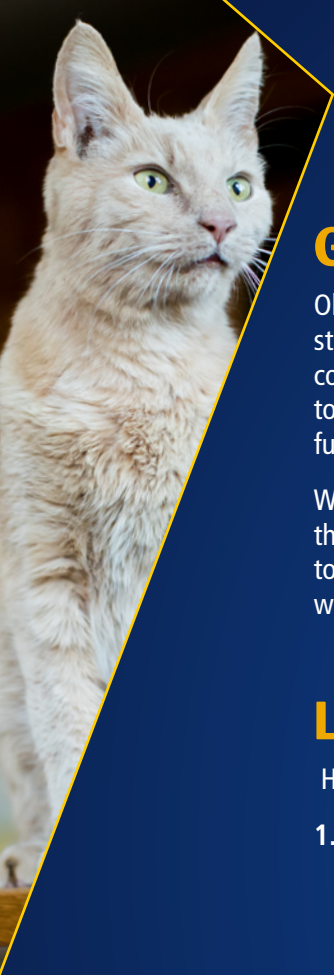
Once you've decided on an idea you'll need to set up a Tiltify or JustGiving fundraiser to collect your donations. Lots of gamers feel comfortable using Tiltify and its great fundraising tools. If you're new to gaming or fundraising online you may find JustGiving is more up your street.

When setting up your fundraising page we have a few tips that might be helpful:

- 🐾 upload a photo – fundraisers with photos tend to raise more overall
- 🐾 let people know why you're a Pawsome Player – is it for your cat? You want to help us rehome more cats this year? Let your supporters know
- 🐾 make sure you set a target – fundraisers with targets raise more overall. If you can try to create fundraising milestones on the way to your target
- 🐾 get everyone involved on the fundraising page
- 🐾 if you're using incentives – like shaving your head if you reach your target – list these on the fundraising page too and read them on stream
- 🐾 make sure you promote your fundraiser!

To help with your promotion we also have some great assets in our supporter area – please [sign up](#) to access these. You'll then be able to download a customisable poster, a factsheet about Cats Protection, the Cats Protection logo, the Pawsome Players logo and social media graphics.





Get streaming

Okay, so you've picked your idea. Now you need to know how to live stream it to help raise your donations. Whether you're a gaming pro or completely new to it, [JustGiving's streaming guide](#) is a great place to start, and there are lots of great guides for how to use Tiltify for your fundraising too.

We recommend using either Tiltify or JustGiving and Twitch as they're the most used platforms for charity streams. However, you may want to use a different streaming platform such as Mixer or YouTube - do whatever you feel comfortable and happy with. It all helps cats!

Level up your fundraising

Here are our tips to help you maximise your fundraising:

- 1. Use fundraising targets to incentivise your supporters**
Offer to do a backflip when you reach £100, offer to eat as many crackers in a minute for £20. There's loads of ways you can help raise your total! It helps to have a list of targets which you can share at the start of your stream to help your viewers to aim high and meet your overall goal.
- 2. See if you can give away freebies to viewers when you reach certain targets**
Got a new game you don't want? Offer it as a prize to a random donor in stream. You could also offer to give away t-shirts or any other freebies you can blag for your fundraising stream. If your fundraising target is over £500 we'll send you two Pawsome Players t-shirts – one for you and one for you to give away.
- 3. Make sure you thank and interact with everyone who donates in your stream**
It's great to have their name come up as a donation alert on screen but also make sure you give them a feel good shout out.

4. If you're getting into a slump with donations try and encourage a 'Donation train'

Often called a 'Dollar train' by US streamers you can ask viewers to donate £1 and keep the donation train going as long as possible. It's smaller amounts but may help you reach your total.

5. See if you can secure match funding or a donation from your workplace

You may find that if they are quite generous your workplace will be willing to contribute to your fundraising if you ask. You can also try and secure matched fundraising from places such as Lloyds Bank or Barclays.

Play it safe

Too much screen time isn't great for anyone – Pawsome Player or not! We've got some guidelines and tips below to be sure you look after yourself while helping cats.

- Take regular breaks – make sure you get up, stretch and walk around for at least a few minutes every hour
- Limit your streaming length – only stream for a few hours if you're going solo, or share a 24-hour stream with others
- Keep hydrated – make sure you have plenty of water and healthy snacks
- Look after your eyes – give your eyes a break away from the screen, at least for a few minutes every hour
- If you're not feeling well, stop the stream – even if you've committed to more hours, if you're not feeling well stop and look after yourself



You should also be mindful that you don't feel compelled to keep playing over other activities, or a detriment to yourself. The World Health Organisation has recently recognised gaming disorder as a medical issue. Although not common, this is something to be mindful of. If you are concerned you can find more information and support [here](#).

If you've chosen a violent game or one that is rated 18+ you also need to make sure you mark your stream age appropriately on Twitch (or the streaming platform you're using). Similarly, if you will not be having a PG stream based on the language you use you will need to make sure you make this clear.

FAQs

Got some questions? Hopefully we answer them below, if not please drop us an email: PawsomePlayers@cats.org.uk

How do I join in/become a Pawsome Player?

All you need to do is decide what kind of fundraising you'd like to do – check out our ideas [here](#) and then fill out our [sign up form](#).

How do I promote my stream/event?

We have some **downloadable social media assets** and a **customisable poster** you can use to help advertise your stream. Whether it's telling family and friends, sending emails, WhatsApps or tweeting spreading the word will help you raise more.

Do I have to do it on a certain day?

No, you can choose whenever suits you to do your fundraising.

Do I have to use JustGiving/Twitch?

No, if you're happier using Tiltify to collect donations instead of JustGiving that's fine with us.

Equally, although Twitch is popular we know some people prefer Mixer, YouTube or Facebook for their streams. Do whatever works for you and just let us know if you have any questions.

Why do I need to be over 18 to organise the event?

To ensure our supporters are staying safe online and looking after their physical health we ask that stream/event organisers are over 18. We're happy for under 18s to take part in an organised stream with parental consent and others to ensure they are **Playing It Safe** while taking part.

What is Gift Aid?

Gift Aid is one of the simplest and most effective ways of giving to charity. It allows Cats Protection to claim at least 25p back from the Inland Revenue for every pound you give, as long as you are a UK taxpayer.





Are my donations eligible for Gift Aid?

Yes, your donations and that of your donors are eligible for Gift Aid as long as you/they are a UK taxpayer. If you use JustGiving to collect your donations then your supporters will automatically be asked if they'd like to sign up for Gift Aid. If you're donating to us directly we just need a Gift Aid declaration from you – in writing, by email or verbally, so just let us know when you donate you'd like to sign up for Gift Aid.

Do I have to do a live stream?

No. If you'd rather hold a private gaming marathon just between friends and ask them for donations then that's more than okay. Don't stream online unless it's something you feel comfortable and happy doing – there's still lots of other ways to use gaming and help cats.

How will you support me?

If you sign up to be a Pawsome Player we'll help you every step of the way. You can check out our fundraising pack for tips and advice, use our downloadable assets and we're always here if you have any questions or need any help.

Now you've.....

- ✔ Picked your fundraising idea
- ✔ Registered your event with us
- ✔ Set up your Fundraising page
- ✔ Read up on how to stream
- ✔ Used our tips to help maximise your fundraising
- ✔ Promoted your event using our downloadable assets

.....you're ready to get gaming!

Good luck from everyone at #TeamCats!

