



#BlackCatQuiz

Cats Protection's Black Cat Quiz

A quick guide to hosting a virtual quiz

Get together with friends, family or workmates and quiz for cats!

Become quizmaster for a day, test your teams' knowledge and do something amazing to make a difference to cats and kittens in our care.

What is a virtual quiz?

A virtual (or online) quiz is the same as a 'real' quiz in that it is hosted by a quizmaster, it has rounds of questions and a number of teams or individuals take part. The main difference is that instead of getting together all in one room, the quiz takes place online and players can get involved from wherever they are in the world!

1. Decide a date

The first thing to do is to pick a date to hold your quiz. Weekdays are best as they are generally quieter and people are less likely to have other plans.

2. Choose an online platform

You need to decide on an online platform to use as your 'venue' and determine how to run your quiz. There are plenty of different options to choose from including Facebook Live, quiz websites like Kahoot, live streaming platforms such as Twitch, Facebook quiz app, or video call platforms like Zoom or FaceTime.

The main thing to consider when deciding which option is right for your quiz, is where your quiz teams are. If you regularly use Facebook to connect with friends and family, then Facebook Live or Facebook Quiz app might be the natural choice for you. However, if you're a fan of online gaming, then a live stream on Twitch may be best for your followers.

As general rule, it's probably wise to choose a platform you're already familiar with, or at least make sure you do a test run before going 'live' to make sure there are no technical hiccups on the day!

The table on the next page gives an overview of some of the features of each platform at a glance.*



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Platform	Free to use?	Live host needed?	Answer within the platform?	Takes place at a set time?	Donate within the platform?
Facebook Live	✓ You just need a Facebook account	✓ Yes, definitely	✗ You could use the comments section, but it may be difficult to	✓ Yes, but it is published on the page so your followers can watch it later	✓ You can set up a Facebook Fundraiser, or post a link to a fundraising page like Just Giving
Facebook Quiz app	✓ Visit the Quizzes for Facebook webpage to get started	✗ Your followers can play the quiz on your Facebook page at any time	✓ The app records your quiz teams' answers and generate their score	✗ The quiz is published on your page and you can 'pin' it to the top	✓ You can set up a Facebook Fundraiser, or post a link to a fundraising page like Just Giving
Quiz website e.g. Kahoot, Virtual Quiz Events	✓ Sign up for free, but may need to upgrade to access more features	✗ Teams play online on the website	✓ The website records your quiz teams' answers and generate their score	✓ It is scheduled for a set time and may have a time limit	✗ Possibly, however the platform may take a significant % of the funds raised
Live stream e.g. Twitch, YouTube	✓ Sign up for free	✓ Yes, definitely	✓ You can download extensions to make it interactive, or you could use Discord	✓ Yes, but you may be able to make a recording available later	✓ Yes, using Tiltify for the donations which takes a small % of the funds raised
Video call e.g. FaceTime, Zoom	✓ Sign up for free, but may limit usage time	✓ Yes, definitely	✗ Teams need to type out their answers on a separate doc, or score their own	✓ Yes, definitely	✗ You need to set up an online fundraising page, e.g. on Just Giving

**Information correct as of May 2020.*

3. Set up a fundraising page

Depending on which online platform you choose, you may need to set up an online fundraising page to collect your quiz teams' generous donations. Again, there are several options but JustGiving, Virgin Money Giving and Facebook Fundraisers are all popular and simple to use.

- JustGiving – Visit www.justgiving.com/cats and click on the 'Fundraise for us' button
- Virgin Money Giving – Go to uk.virginmoneygiving.com/giving/ and search for 'Cats Protection'

- Facebook Fundraisers – Visit www.facebook.com/fundraisers/ and click on the 'Select charity' button

The funds you raise will be transferred directly to the charity. If you'd like to nominate a local Cats Protection centre or branch to receive the donations, just ensure to include this information on your page and we will allocate to your chosen branch or centre behind the scenes.



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4. Form a team

Quizzes are straightforward to arrange, but it definitely helps to have a small team to help you to run the event. You'll need to find a quizmaster to host or build the quiz, read out or organise the questions and announce the winners. If you're using a live stream or video call, they should be confident speaking and comfortable in front of a video camera. It's also a good idea to have someone on hand to help with scoring, as well as answering any messages or questions posted in the comments.

5. Source a prize

It's not strictly necessary, but you might wish to find a prize for the winning team. You could also try contacting local businesses to ask them to donate a prize such as vouchers for a meal for two in a restaurant, or tickets for a day out at a local attraction.

6. Spread the word

Start promoting your quiz at least two weeks in advance if you can. Tell all your family and friends, share the details on social media and send direct messages to your close social groups to get them involved. If you're using Facebook, you could set up a Facebook Event and your teams will automatically receive a reminder notification on the day.

On the day

Checklist of what you need before going live

- quiz questions
- device - laptop, computer or mobile

If you are asking your teams for a donation to enter, you need to decide on an amount. We'd suggest £10 per team, with 4-6 people in a team. Alternatively, you could make your quiz free and ask teams to donate what they feel at the end of the quiz.

Make it clear and simple for teams to donate by directly sending them the link to your fundraising platform, whether in a message or in the comments.

To kick off the event, the quizmaster should do a short introduction to explain the reasons for holding the quiz – in support of Cats Protection to raise vital funds for cats in need. They should also describe how the quiz will run, if there will be a break, what the prizes are (if applicable) and any instructions such as how the scoring will work and of course, no use of mobile phones.

Once everyone is ready to start, go through the rounds by reading each question once, then repeating it after a pause. At the end of each round, run back over all 10 questions so that teams can fill in any gaps. You might want to take a break halfway through to give people a chance to get refreshments or use the facilities.

After the quiz has been completed, either ask your teams to share their scores or use your quiz platform to tot up the scores. Have your tiebreaker question to hand in case there is a draw. After you've announced the winners and given out the prizes, take the opportunity to thank the teams, helpers and people that donated prizes for all their support.

Top trivia

It goes without saying, but in order to host a quiz you need some questions!

A good quiz should be made up of approximately six rounds with 10 questions each on a variety of topics.

We've provided a selection of cat-themed questions to help you on your way, but it'd be best to include at least three rounds on different topics such as sport, history, current affairs, literature or music so that there is hopefully something to suit everyone.

Search online for 'quiz questions' and you'll find there are plenty of websites where you can download questions for free. We have also provided a tiebreaker question where the closest answer wins, just in case two or more teams get the same score.

Optional extras

Here are some additional ideas to encourage your quiz goers to dig deep and give generously!

Organise a raffle

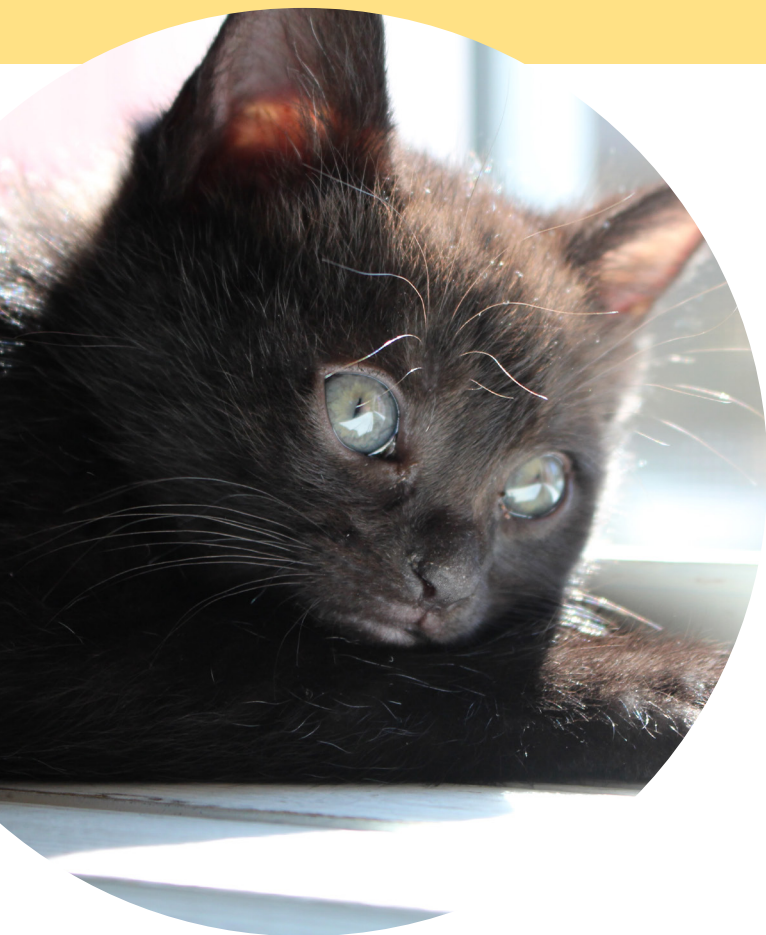
A raffle is an amazingly simple way to top up your fundraising total. Just remember that you should sell the tickets and make the draw during the quiz and all tickets must cost the same amount (ie you can't sell five £1 tickets for £4).

Fancy dress competition

If you're feeling adventurous, you could hold a fancy dress competition and ask for a £2 donation to take part. A cat theme would complement the quiz, or you could come up with your own idea.

Did you know?

- It costs **£18.50 per day** to look after a cat in our care
- **Over 44%** of cats homed through Cats Protection centres in the last 10 years have been black or black and white cats



Now that you've...

- > decided on a date
- > chosen an online platform
- > set up a fundraising page
- > promoted your quiz
- > arranged your prizes
- > planned how it will run

...you're ready to get your quiz on!

Thank you and good luck!



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T: 01825 741 960

E: events@cats.org.uk