



How to Do a Fundraising Stream with Incentives

Introduction

Fundraising streams are an incredible way to support causes you're passionate about while also bringing your community together for something meaningful. This guide will walk you through how to set up a successful fundraising stream with incentives that engage and motivate your viewers to contribute.

1. Choosing a Cause

Step-by-Step Instructions:

1. Research and select a cause: Start by identifying a cause or charity that you genuinely care about. This passion will resonate with your community and inspire them to support the cause as well.
2. Reach out to the Charity: Once you've chosen your cause, contact the charity to let them know about your fundraising plans. Discuss how you can collaborate, whether through promotional support or direct engagement with your stream (if possible).

Tips:

- Align with Your Community: Choose a cause that your community can rally behind. This will make your fundraising efforts feel more personal and meaningful.
- Do Your Due Diligence: Make sure the charity is reputable and transparent about how donations are used. Your community will appreciate knowing their contributions are making a real impact.

2. Planning Your Stream

Step-by-Step Instructions:

1. Set a date and duration for your fundraising stream. Decide when your fundraising stream will take place and how long it will run. Make sure the timing works for you and allows you to stay energetic throughout the stream.
2. Promote the stream: Start promoting the stream well in advance across all your social media platforms. Build excitement and let your community know why this cause matters to you.

Tips:

- Collaborate with Other Streamers: Partnering with other streamers can expand your reach and bring in more viewers and donations.



- Plan Engaging Content: Create a schedule of activities for the stream. This could include gameplay, Q&A sessions, or special guest appearances to keep things lively and interesting.

3. Setting Up Fundraising Tools

Step-by-Step Instructions:

1. Choose a Fundraising Platform: Use platforms like Tiltify, Streamlabs Charity, or others to set up your fundraiser. These platforms make it easy to track donations and offer tools to engage your audience.
2. Integrate donation alerts: Set up donation alerts in your OBS (or other streaming software) so that every contribution is acknowledged during the stream. Customize these alerts to fit your stream's branding and make them stand out.

Tips:

- Visibility is Key: Make sure donation alerts are visible and audible so that everyone can see when someone donates. It's a great way to encourage others to chip in.
- Personalize Your Alerts: Custom alerts that match your branding make the donation process feel special and reinforce the community spirit.

4. Creating Incentives

Step-by-Step Instructions:

1. Brainstorm incentive ideas: Think about what incentives will motivate your viewers to donate. This could include milestones where you do something special (like a challenge), or smaller rewards for individual donations.
2. Set clear goals and rewards: Clearly define what happens at each donation milestone. For example, "If we reach \$500, I'll do a silly dance on stream," or "For every \$10 donation, I'll give a shoutout and do a quick challenge."
3. Display incentives prominently on stream: Make sure your incentives are prominently displayed during the stream so that viewers know what's at stake.

Tips:

- Make it fun! Incentives should be enjoyable and engaging for both you and your viewers. The more fun it is, the more people will want to get involved.
- Variety is Important: Offer a range of incentives to appeal to different types of donors, from small, quick rewards to big milestone goals.

5. Engaging Your Audience

Step-by-Step Instructions:

1. Prepare interactive content: Plan activities that involve your viewers, like Q&A sessions, games, or challenges. This keeps the stream interactive and gives people more reasons to



donate.

2. Highlight the Cause: Regularly remind your audience why the cause is important and how their donations are making a difference. Sharing personal stories or statistics can be powerful motivators.

Tips:

- Keep the energy up: Maintain high energy throughout the stream, and be sure to thank donors frequently. Genuine appreciation can go a long way.
- Use social media: Share updates during the stream on your social media channels to encourage more people to join and donate.

6. During the Stream

Step-by-Step Instructions:

1. Keep track of Milestones: Keep an eye on the donations coming in and celebrate when you hit milestones. This keeps the momentum going and encourages others to donate.
2. Shout out donors: Acknowledge donors by name and thank them live on stream. It makes them feel appreciated and motivates others to follow suit.

Tips:

- Stay positive and enthusiastic: Your attitude sets the tone for the stream. Keep things upbeat and fun, even if you hit a snag.
- Be prepared for Tech Issues: Have a plan in place for any technical difficulties that might arise. This will help you stay calm and keep the stream running smoothly.

7. Post-Stream

Step-by-Step Instructions:

1. Thank your donors in follow-up messages: After the stream, take the time to thank everyone who participated and donated. A personal message or shoutout on social media can go a long way in showing your appreciation.
2. Provide updates: Share any updates from the charity about how the funds are being used. This helps reinforce the impact your community made and encourages continued support.

Tips:

- Share stories: If the charity provides stories or results, share them with your community. It makes the impact of the fundraiser more tangible.
- Encourage Ongoing Support: Even after the stream ends, remind your community that they can continue to support the cause in other ways.



Conclusion

Hosting a fundraising stream is a rewarding way to support causes you care about while bringing your community together. By planning effectively and creating engaging incentives, you can make a real difference. Don't forget to thank your supporters and keep them in the loop about the impact of their contributions.

50 Incentive Ideas for Your Fundraising Stream

Shoutout on Stream: Acknowledge each donor live during the stream.

Follow Back on Social Media: Follow the donor on their preferred social platform.

Name in Credits: Add the donor's name to a special credits screen at the end of your stream.

Custom Emotes/Badges: Create a custom emote or badge for top donors.

Q&A Session: Host a Q&A session where donors can ask you anything.

Personalized Thank You Video: Create a short, personalized thank you video for donors who contribute a specific amount.

Song Request: Let donors request a song for you to play or sing on stream.

Challenge Milestones: For each milestone, complete a fun or silly challenge (e.g., eat something spicy, wear a funny hat).

Game with the Streamer: Offer a chance for donors to join you in a game during the stream.

Handwritten Thank You Note: Send a handwritten thank you note to top donors.

Merch Giveaway: Enter donors into a raffle to win your stream's merchandise.

Special Role in Discord: Give top donors a special role or title in your Discord server.

Dance Break: Perform a dance whenever a donation reaches a certain amount.

Story Time: Share a personal or funny story when a donation is made.

Guest Appearance: Invite a guest to appear on your stream if you hit a donation goal.

Donor's Choice: Let the donor pick your next game or challenge.



Custom Drawing: Draw a quick sketch or doodle for top donors.

Lip Sync Battle: Do a lip sync performance to a song chosen by the donor.

Face Paint Challenge: Paint your face based on donor suggestions.

Stream Takeover: Allow a donor to take over your stream (within reason) for a short period.

Silly Voice: Speak in a funny voice for a set time after each donation.

Cooking/Baking Challenge: Cook or bake something suggested by your audience.

Donation Match: Match a portion of donations yourself to encourage more contributions.

Pet Cameo: If you have a pet, bring them on stream for a special appearance.

Special Stream Theme: Host a themed stream (e.g., cosplay, retro games) based on donor votes.

Charity Merchandise: Partner with the charity to give away branded items for donations.

Draw My Life: Do a "Draw My Life" segment where you illustrate key moments of your life.

Mystery Box Unboxing: Unbox a mystery package on stream once a donation goal is hit.

Makeup Tutorial: Do a makeup tutorial or let donors decide your look.

Workout Challenge: Do push-ups, sit-ups, or another exercise for every donation.

Stream Overlays: Offer custom stream overlays as a reward for high-level donations.

Host a Mini Tournament: Organize a mini-tournament where donors can participate.

React to Videos: Watch and react to videos suggested by donors.

Charity Crafting: Make something on stream (like a craft) and send it to a top donor.

Stream in a Costume: Wear a costume for the rest of the stream if a donation goal is reached.

Behind-the-Scenes Tour: Give donors a behind-the-scenes look at your streaming setup.

Donor Wall: Create a virtual "wall" where you list all donors during the stream.



Speedrun a Game: Attempt to speedrun a game with donor-picked challenges.

Throwback Stream: Play a classic or nostalgic game based on donor votes.

Virtual Coffee Date: Offer a one-on-one virtual coffee chat with top donors.

Shave/Color Hair: Commit to shaving or coloring your hair if a large donation goal is met.

VR Experience: If you have VR, stream a session where donors can choose the game.

Signed Merchandise: Send signed merch to top donors.

Public Thank You Post: Make a dedicated thank you post on social media for top donors.

DIY Project: Do a DIY project live on stream that donors can suggest.

Trivia Game: Host a trivia game where donors can participate and win small prizes.

Cooking Stream: Host a cooking stream where donors can vote on the recipe.

Holiday Cards: Send personalized holiday cards to your donors.

Wear Something Silly: Wear a silly hat, glasses, or outfit for a set time after each donation.

Host a Watch Party: Host a movie or show watch party for your donors after the stream.