



FIA Conference 2023

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Charity Streams: A New Era of P2P Fundraising With Digital Content Creators

EMERGING ISSUES & GLOBAL TRENDS
RACHAEL LANCE, PATRICK SUKAWIRATMO
WWF-AUSTRALIA

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WHO ARE WE?





WHAT IS A LIVESTREAM?

"A type of video broadcast where the person interacts with their audience and films themselves in real time."

WHAT IS A LIVESTREAM TODAY?



Livestream is NOT JUST gaming!

VERY Accessible



Chat rooms for viewers

WHY WATCH A LIVESTREAM?



To be entertained



Sense of
authenticity



Part of a
community



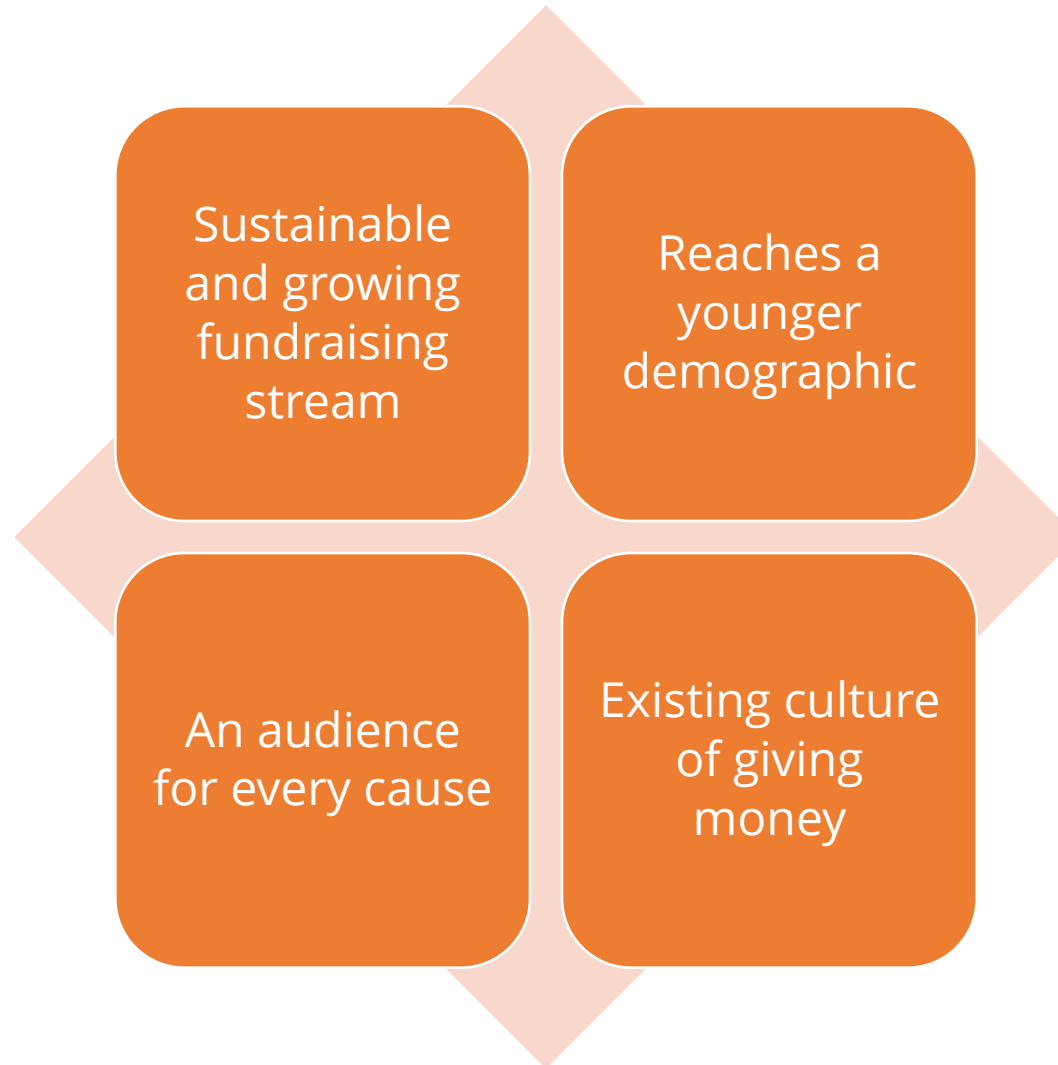
Free to watch

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WHY FUNDRAISE WITH LIVESTREAMS?

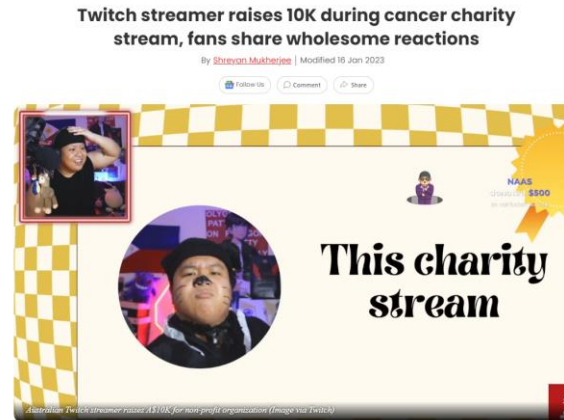


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HUGE POTENTIAL!



St Jude Play Live (US children's hospital)



Cancer Council NSW (AU)

Twitch streamer Paul 'Pestily' Licari raises \$1.2m for Starlight playing Escape From Tarkov

Paul Licari set himself a "crazy" goal for 2020, and he's absolutely smashed it, delivering a huge boost for a charity helping sick kids.

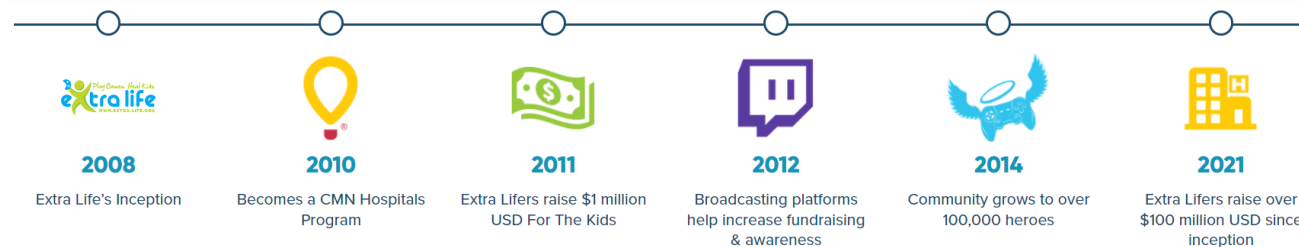
Jack Gramenz
less than 2 min read March 9, 2021 1:05PM



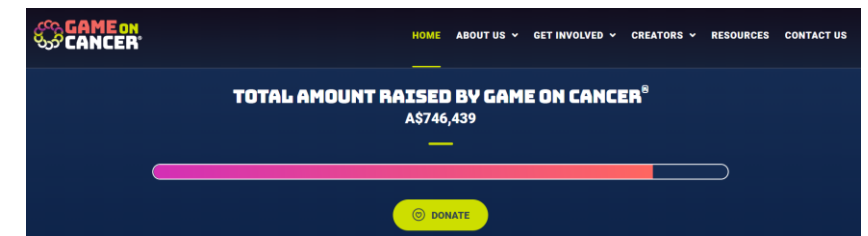
Starlight Foundation (AU)



Twitch Stream Aid 2020



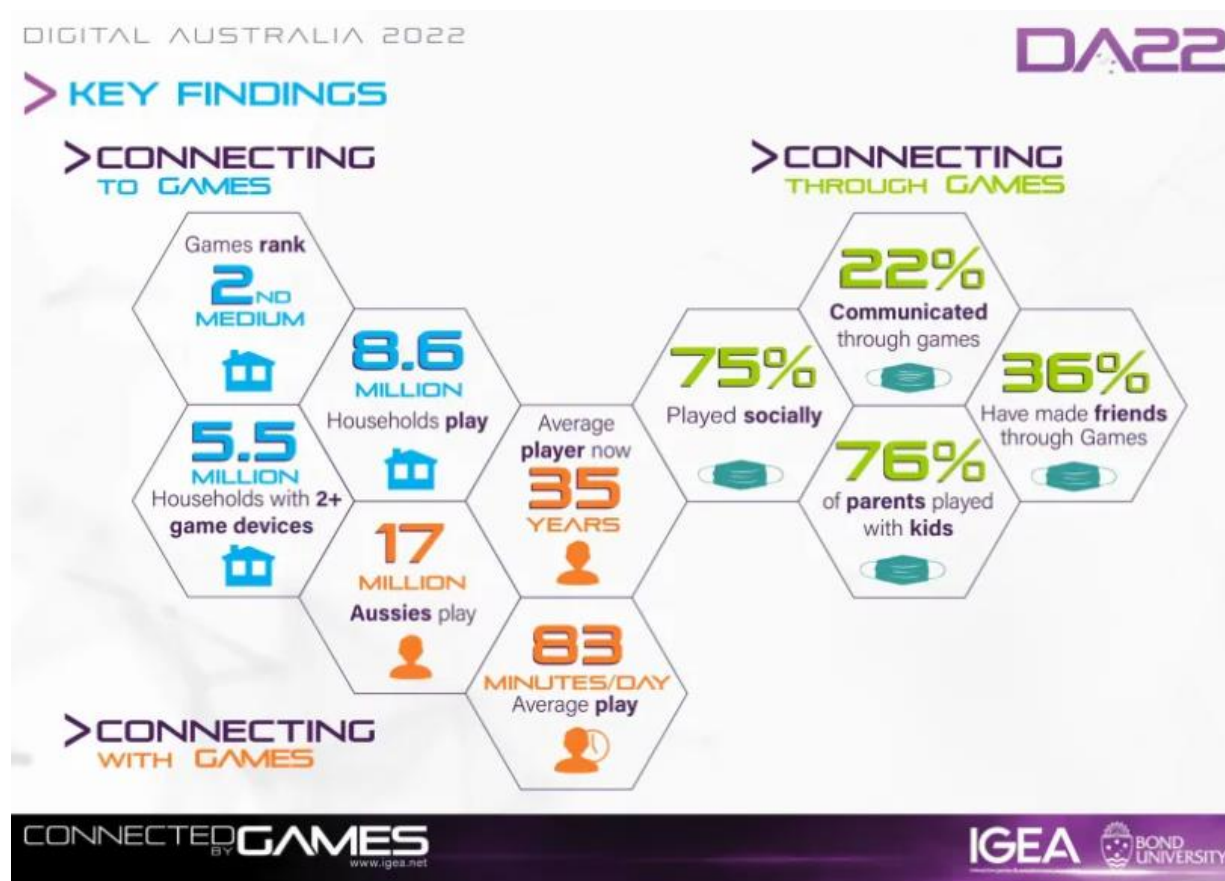
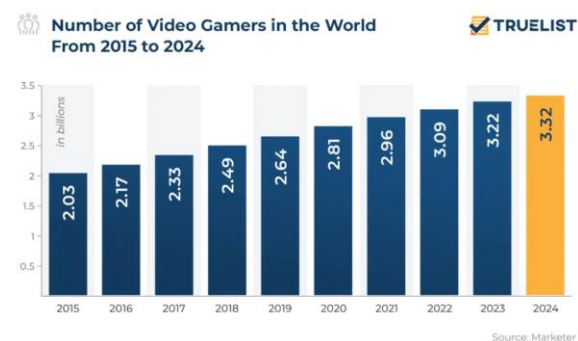
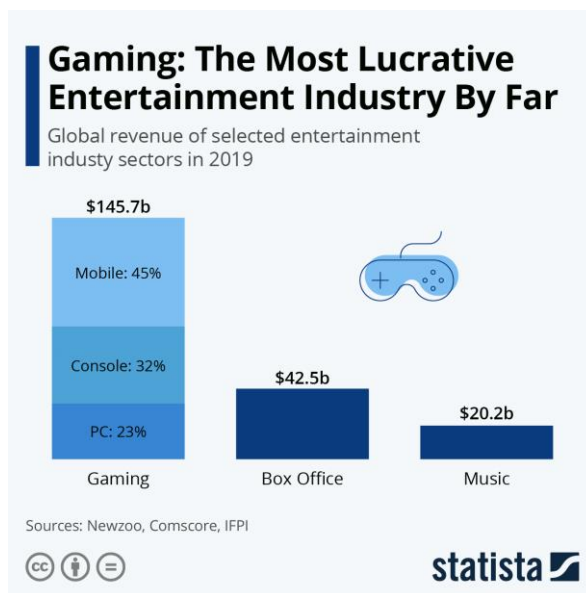
Extra Life (US Children's Miracle Network Hospitals)



Game On Cancer, Cure Cancer (AU)

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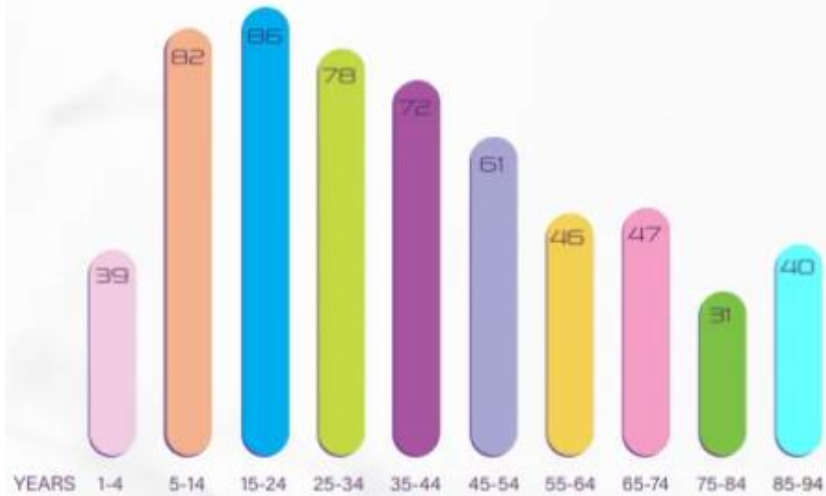
GAMING IS THE DOMINANT ENTERTAINMENT MARKET



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DIGITAL AUSTRALIA 2022

> PLAYERS' AGE GROUPS



NB: ALL PLAYERS %

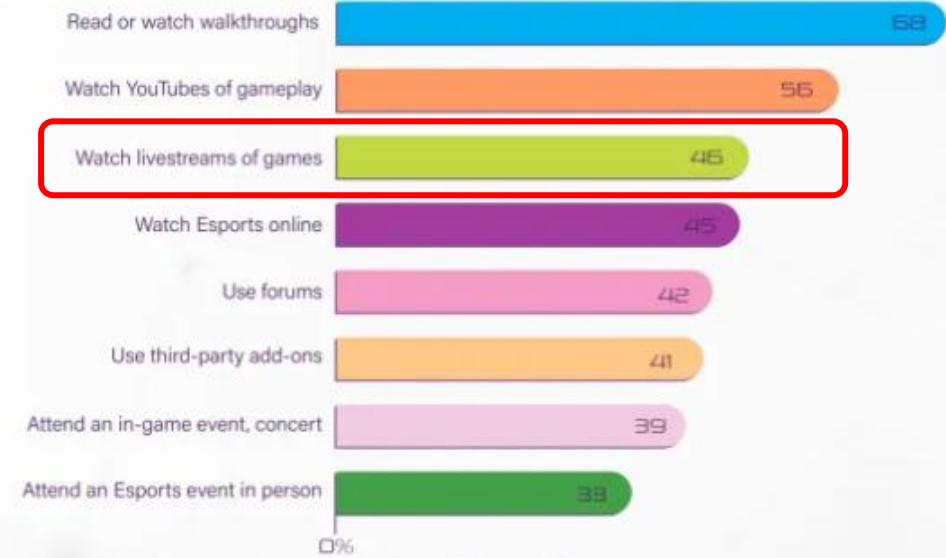
CONNECTED BY GAMES

Image: IGEA / Bond University

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DIGITAL AUSTRALIA 2022

> ENGAGEMENT WITH GAME CULTURE



0%

NB: ADULT PLAYERS

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STREAMING PLATFORMS

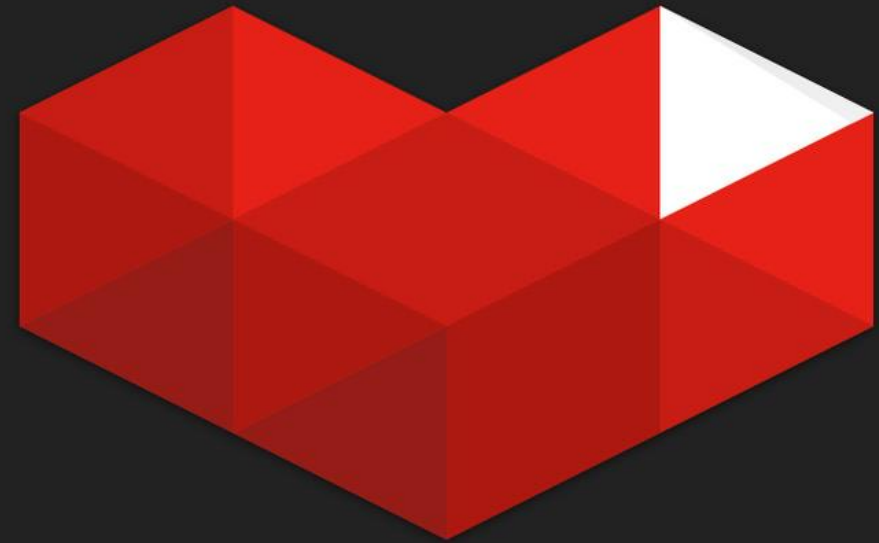


TWITCH

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YOUTUBE / YT GAMING



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FACEBOOK GAMING

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TILTIFY

- Fundraising platform
- Most trusted platform by streamers

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DISCORD

- Community platform
- Chat-room style functionality

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SIMILARITIES WITH TRADITIONAL P2P FUNDRAISING

- Hand-raiser taking an action, raising funds from their community
- Centred around a specific action/event/time
- Fundraising mechanics
- Control sits with the fundraiser
- Support and nurture your fundraisers
- The fundraiser sits at the heart of everything

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CURRENT TOP 50 DONORS

1.	ANONYMOUS	\$40,000.00
2.	ANONYMOUS	\$20,000.00
3.	LIRIK	\$15,000.00
4.	CCKUN91	\$12,000.00
5.	PLAYERUNKNO...	\$10,000.00
6.	ITMEJP	\$10,000.00
7.	COHH CARNAGE	\$10,000.00
8.	STATE FARM	\$10,000.00
9.	DRUNKRAINBO...	\$9,090.90
10.	NINJA	\$8,510.00
11.	BLACKNOCTUR...	\$7,777.77
12.	THEROUNDER23	\$7,201.76
13.	DRAIGUR	\$6,000.00
14.	KINGRICHARD	\$6,000.00
15.	BRENOLAN	\$5,500.00
16.	SHANNONZKILL...	\$5,042.42
17.	CREETURES	\$5,000.00
18.	NEPENTHEZ	\$5,000.00
19.	TIMTHETATMAN	\$5,000.00
20.	CHIP WHITLEY	\$5,000.00
21.	GRUBERNAUT	\$5,000.00
22.	SHACKLER3	\$5,000.00
23.	SHARKNADO12...	\$4,517.72
24.	MARSHPBNJ	\$4,000.00
25.	DERNOG	\$4,000.00
26.	PANDAMONEUM	\$4,000.00
27.	LOUSYOLDPOTA...	\$3,600.00
28.	JEREMY ROBBI...	\$3,510.00
29.	SQUIGGLESNOOT	\$3,500.00
30.	YEOLBOOTZ	\$3,500.00
31.	AL SMIZZLE	\$3,500.00
32.	SILENTBLADE	\$3,500.00
33.	JORDANFISHER	\$3,500.00
34.	FENDER_RTL	\$3,500.00
35.	ANNEMUNITION	\$3,500.00
36.	LOW_KI	\$3,333.33
37.	R CONTROLLED...	\$3,333.33
38.	KAYESCUE	\$3,300.00
39.	CAVINBACON	\$3,252.22
40.	KAKUZZU	\$3,250.00
41.	LONGMAN	\$3,250.00
42.	TWEB883	\$3,200.00
43.	AINTPRO	\$3,155.00
44.	THEQUICKDRA...	\$3,151.21
45.	ABOWLES438	\$3,140.00
46.	BAHAMUTNOVA	\$3,110.00
47.	FYNITE	\$3,110.00
48.	CSOCCERMAN12	\$3,108.00
49.	ALDAWOLF	\$3,101.00
50.	CHODEYPOO A...	\$3,101.00

DIFFERENCES WITH TRADITIONAL P2P FUNDRAISING

- Always virtual (sometimes in-person elements)
- Most fundraising happens during the 'event'
- Global audience
- Global fundraisers
- LTV-based incentives/swag

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WWF'S WILD LIVESTREAMERS

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OVERVIEW



Peer-to-peer community fundraising



Launched in 2017

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OVERVIEW



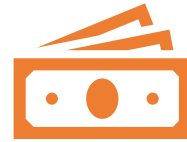
944
Discord Members



2,960
Twitter Followers



1639
streamers



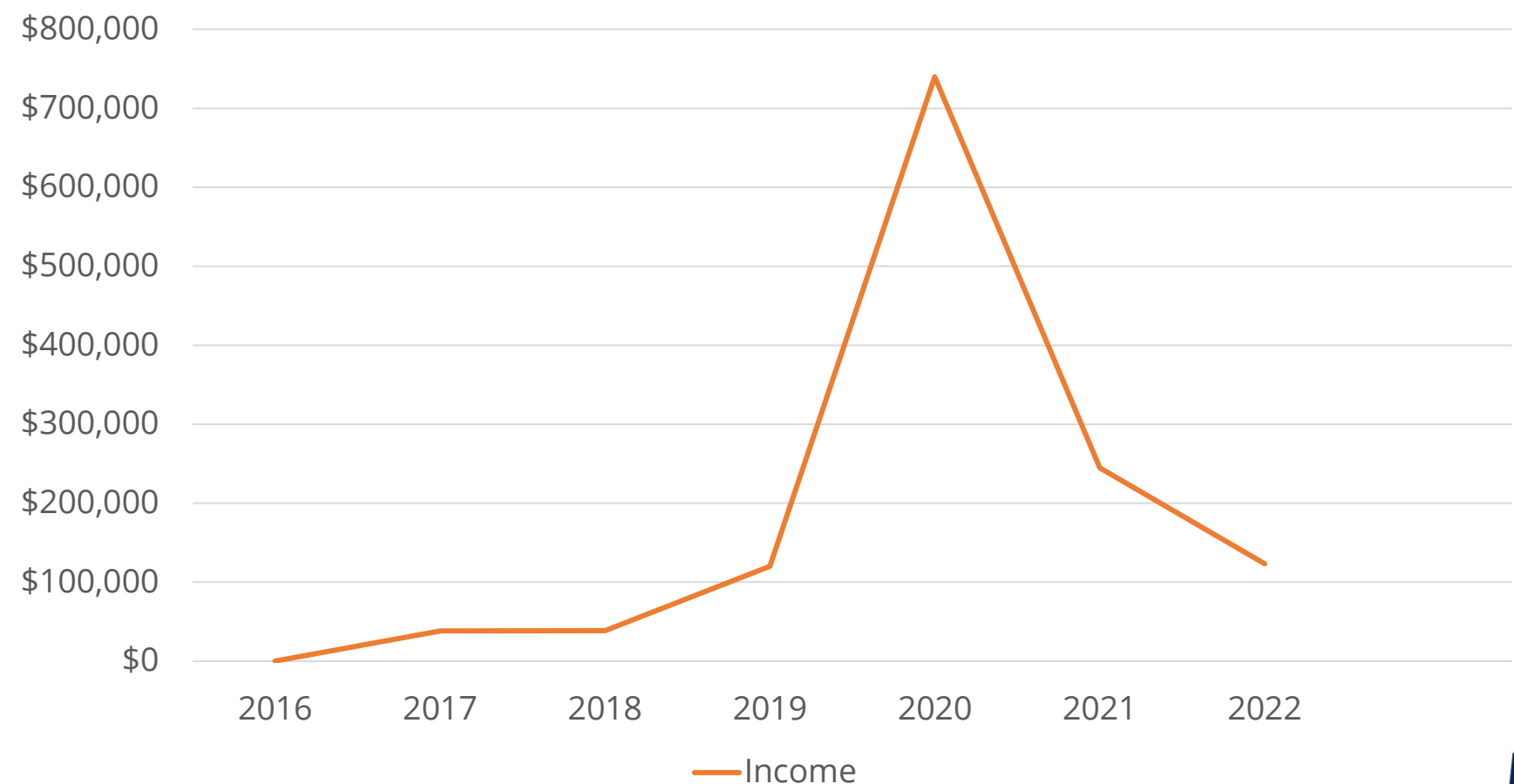
37.6k
donors

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ANNUAL INCOME (2017 - 2022)



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FUNDRAISER RECRUITMENT



Build personal connections with streamers (especially VIPs)

Use mass communication for campaign outreach



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FUNDRAISER RETENTION



Community Events

Impact Updates,
Fundraiser Recognition &
Celebration



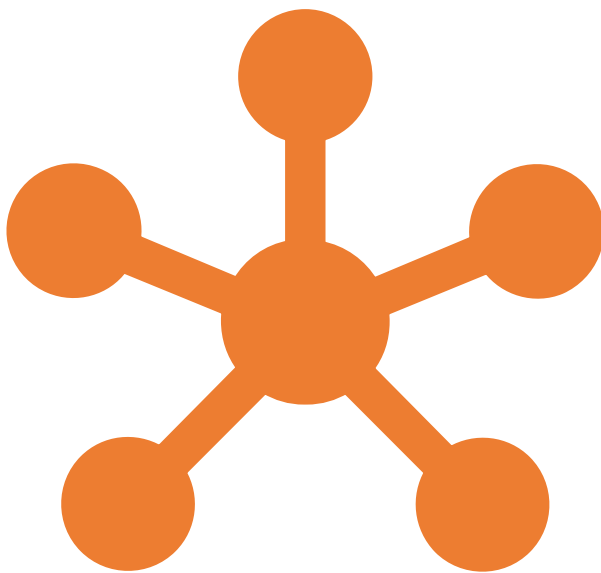
In-person events (e.g.
PAX)

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GLF: WWF's Global Livestream Fundraising Network



- Part of a global network working together
- Outside scope of cross-border funding rules
- Centralised donation processing
- Cultural differences
- Data sharing
- Unique and shared platforms and processes
- Incentive structure

OTHER CONSIDERATIONS

- Data
- Digital = no borders
- Digitally savvy audience
- Brand
- Risk
- Team skills
- Part of the mix



GETTING STARTED



Set up a Twitch
account



Watch a livestream



Host a livestream



Think about practical
program components

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ItsSimplyPatty

occamyhallows - 2 Months

| 0:00

JOIN US! LIVE DEMO



QUESTIONS?

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Thank you

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