



STREAMER TOOLKIT

Dec 1st 17:00 GMT - Dec 14th 24:00 GMT

MORE INFORMATION AVAILABLE AT
[JINGLEJAM.TILTIFY.COM](https://jinglejam.tiltify.com)

PROVIDED BY



WELCOME TO JINGLE JAM 2021!

The world's biggest games charity event!



**Thank you for choosing to support the Jingle Jam
by streaming alongside us this year.**

**We're excited to see you enjoy the Jingle Jam games collection
and raise some money for some awesome charities!**

**This toolkit is provided to support your fundraising efforts
and help make you shine!**

**Hopefully we can share some of our 10 year charity
streaming fundraising experience with you.**

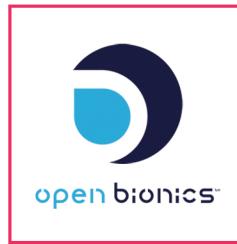
Best wishes, the Jingle Jam Team.



MEET THE CHARITIES

This year, Jingle Jam is fundraising for 14 incredible charities. We're supporting a diverse range of brilliant causes and we look forward to helping make a real difference to so many people with your support.

With such a variety of causes, our goal is to ensure you and your community have a close connection to at least one of our brilliant charities available for you to support.



SETTING UP YOUR FUNDRAISER

Setting up a fundraiser on Tiltify is super simple, it takes about 5 minutes and is best done following Tiltify's 'Start your first individual campaign' guide!

You will not be able to set up a campaign or begin to fundraise until 5pm GMT on December 1st when the Jingle Jam begins.



CLICK HERE



SETTING UP YOUR STREAM

Streaming has gotten easier and easier over the years!

If you haven't fundraised on stream before, we recommend using Twitch!

It's really easy to get your stream up and running, simply follow these 6 steps from Twitch's 'Quick Start Guide'!



CLICK HERE



♥ We recommend turning on Twitch's Auto Mod function.
It'll help keep your broadcast's chat clean from profanity. ♥

STREAM ASSETS

Using vibrant assets helps direct and encourage donations!

We've supplied some simple assets for you to use, as well as a custom overlay through Tiltify's overlay editor!



CLICK HERE



Add a panel below your Twitch stream and link it directly to your fundraising page!

This will drive the majority of your donations and is a super easy call to action for you to use on stream:

💡 *"For more info on the Jingle Jam and how to donate to charity and receive loads of awesome games, click the panel below!"*



Feel free to create your own assets using the art provided, or use the ones provided ones in the ZIP!

★ Event starts 5pm GMT December 1st ★
You can setup your fundraiser then!

🚩 Event ends midnight GMT December 14th 🚩
Jingle Jam Games Collection Reward closes!

CHAT COMMANDS

Twitch chat is another great place to drive people towards your fundraiser. Using Chatbots such as NightBot or Streamlabs that regularly post messages containing valuable information and links is recommended.

We recommend having commands with details about your chosen charity and linking to your fundraising Tiltify page!

!donate

Donate £35 (around \$47) right now and receive LOADS of Games! [\[fundraiser link\]](#)
Help support [\[chosen charity\]](#) this festive time and get some awesome games to play!

!charity

WDC example

I'm streaming to support [WDC - Whale and Dolphin Conservation](#) - as a part of Jingle Jam! They are an amazing charity that works hard to stop captivity of whales and dolphins, create a healthy ocean for them to live in and stop whaling. They need your help, and in return you can get the Jingle Jam Games Collection! [\[fundraiser link\]](#)

!jinglejam

We're fundraising as a part of Jingle Jam 2021! Donate £35 (around \$47) to support [\[chosen charity\]](#) and get the incredible Jingle Jam 2021 Games Collection - an epic bundle of quality games - as a reward!



CLICK HERE



FUNDRAISING & STREAMING TIPS

Streamers should be 18 years or older. If you're under 18 please get permission from a parent or guardian before participating.

Take breaks and relax. Don't feel pressured to stay on stream the entire time, look after yourself with plenty of breaks and water.

Keep it positive. This is a charity event and should be accessible to all. Keep things light, fun and age appropriate for your audience.

Call it out! Thank donators to your fundraiser, call attention to charity work, highlight the awesome Jingle Jam Games collection. Calls to action turn into donations, it's that simple.

Find your balance. Broadcasts don't have to be entirely fundraising focused. Find your own balance between being entertaining and talking about the Jingle Jam 2021.

Every penny matters. No matter your final total, fundraising is a marathon not a sprint. You're making a huge difference with every penny you raise. Be proud.

Set yourself goals, challenges and targets! Having regular objectives to reach or forfeits at milestones is a great fun way to engage with fundraising!

Bring a friend! Broadcasting alone is great, but doing it together is awesome. We always advise people to fundraise together!

Have fun! You're participating in something truly awesome. So have a blast and enjoy it!

LET PEOPLE KNOW

Letting people know you're going live and participating in Jingle Jam is a core action that can really make the difference on your fundraising!

We've supplied some example posts to help inspire you, but feel free to adapt them into your own!

Announce you are fundraising!

I'm proud to announce I'll be participating in #JingleJam2021 with a fundraising livestream for [[@chosen charity](#)]! You can catch me live on XX/XX over at [[link to stream](#)]! Hope you'll join me there!

Let people know when!

Tomorrow I'll be streaming at [[link to stream](#)] fundraising for [[@chosen charity](#)]! Donate £35 and receive a collection of games as a reward! Let's do this! #JingleJam2021

Going live!

I'm LIVE! Tune in now and DONATE! [[link to stream](#)]
We're fundraising for [[@chosen charity](#)] to help their mission to [[charity short](#)]! Come and help!
#JingleJam2021 [[fundraiser link](#)]

Thank you!

What an awesome stream! Thank you everyone who donated, watched and participated.
Every donation makes such a huge difference, so thank you for your generosity!!
#JingleJam2021 [[fundraiser link](#)]

 Tag @JingleJam and your chosen Charity on their relevant social media platforms!

THE JINGLE JAM 2021



We've covered just the basics, but you should now be equipped to embark on your own Jingle Jam fundraising adventure

We're excited to see what you stream and share in your success.

Any questions please be sure to check out the Jingle Jam website or contact us on social media. Be sure to read through the Tiltify help articles for other useful resources.

Look after yourself, have fun and good luck.



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