



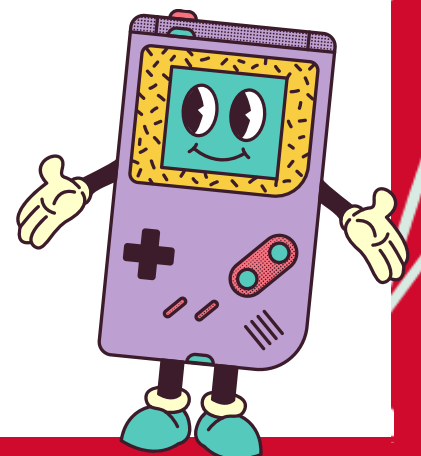
Level Up
Leukaemia Care

STREAMING PACK

 **Level Up**
Leukaemia Care

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WELCOME TO TEAM LC!

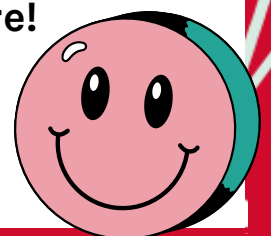
We're so happy that you want to stream in support of us!

Leukaemia Care provides information, advice, and support for people affected by leukaemia and other blood cancers. We're working hard to be there for anyone that might need our help, but our work is only possible thanks to the help of amazing supporters like you!

In this pack you will find information about how to get started with your fundraiser and how the money you raise will help us support people affected by leukaemia. We've also included some top tips to help make your charity stream a success!

Click [here](#) to download more useful resources like overlays for your stream, donation incentive ideas, and more ways to level up your stream!

Thank you for choosing to support Leukaemia Care!



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WHAT WE DO

Leukaemia Care is the UK's leading leukaemia charity.

For over 50 years, we have been dedicated to ensuring that everyone affected receives the best possible diagnosis, information, advice, treatment and support.

We provide information, advice and support for anyone affected, this includes patients and their friends and families too.

Dan was supported by us when he was diagnosed, he now fundraises for us as a way to give back -

"The first thing I did when I was diagnosed with my condition was do some research because the doctors speak in medical terminology and I was so confused.

Leukaemia Care came up when I googled and it was just so easy to understand, so what I did use to help me understand my CML was the Leukaemia Care website and booklets.

There are documents and booklets that were easier reading than the large medical terminology and I found that really useful to help me understand the CML more. I even requested a few copies of the booklets so I could give them out to my friends and family so they could understand it more, as at first I didn't really want to talk about it and explain it to each person individually. It was easier to be able to give out the booklets.

And it just grew from there, I've been in contact multiple times since then and supported like just recently with the hardship fund to help me pay for my energy bills."



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HOW IT WORKS

Host a 10hr* charity stream in support of the 10,000 people diagnosed with leukaemia in the UK every year.

01

Make a plan

Decide what you want to stream and set a date and time

02

Set up your fundraising page

Use [JustGiving](#) or [Tiltify](#) to set up a fundraising page

03

Spread the word

Tell your family and friends what you are doing and encourage them to watch and donate

04

Go live!

Start your stream and promote your fundraising page throughout

*If you'd prefer to do a shorter stream, go for it!



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HOW YOUR MONEY HELPS

£3

Allows us to print and post an information booklet to someone recently diagnosed with Leukaemia

£25

Could fund a phone call on our help line with a trained haematology nurse

£50

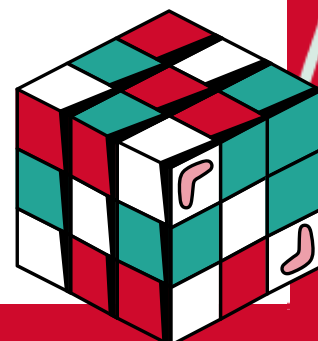
Allows us to offer additional training to a GP to help them spot the signs and symptoms of leukaemia

£100

Could fund counselling sessions for a leukaemia patient or one of their loved ones

£200

Could provide hardship funds to patients and families that need financial support after a diagnosis



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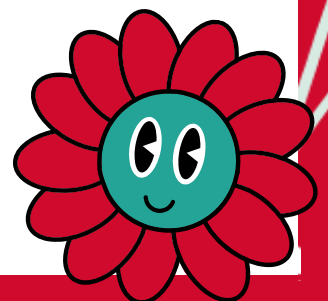
INCENTIVES

A great way to encourage your community to support your fundraising is by providing incentives and rewards in return for donating specific amounts

e.g. £5 donation = Eat a sour sweet

Incentive Ideas:

- Eat a Beanboozled / chilli pepper / sour sweet
- Put a sticker on your face
- Add a temporary tattoo
- Give your pet a treat / show your pet on stream
- Play with your controller upside down for 5 minutes
- Play a song on the kazoo
- 10 press-ups / sit-ups / jumping jacks



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MILESTONES

Break down your overall fundraising target into smaller goals called milestones. You can offer certain rewards to encourage your community to hit these goals.

e.g. If we reach £100, I will dye my hair green

Milestone Ideas:

- Dye your hair
- Shave your head / beard
- Wear a silly costume / Cosplay as a video game character
- Promise to do a certain stream in the future (e.g. cooking, art, play a horror game)
- Host a giveaway, where people watching could win a game or some art





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CONTACT US

**Want more inspiration, or want
to share your plans?
Get in touch!**

Email us:

streaming@leukaemiacare.org.uk

Join our Discord:

discord.io/LeukaemiaCare

Follow us on Twitch:

twitch.tv/leukaemiacare