



FINDING NEW DONORS

TAPPING INTO THE PEER-TO-PEER FUNDRAISING SPACE

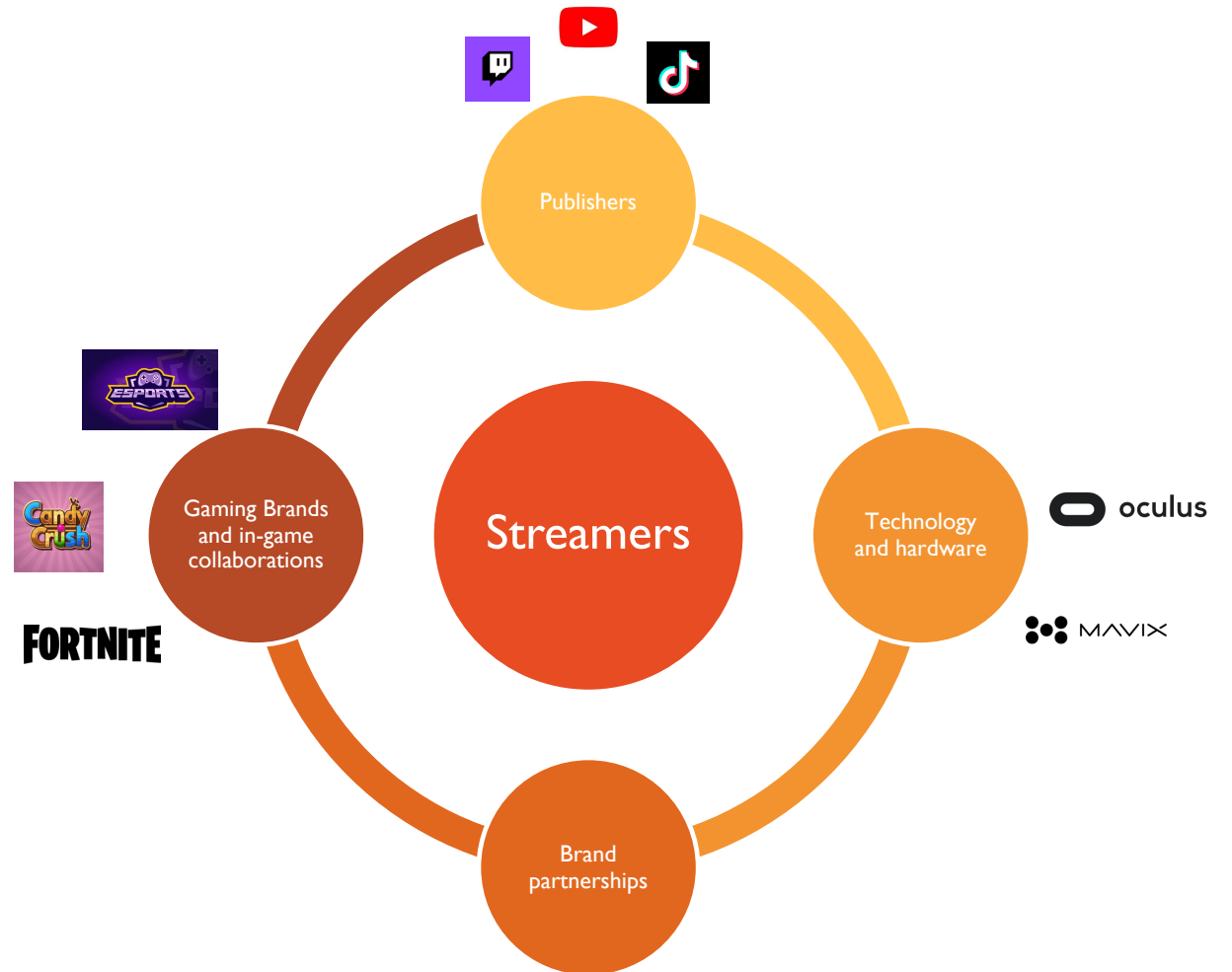
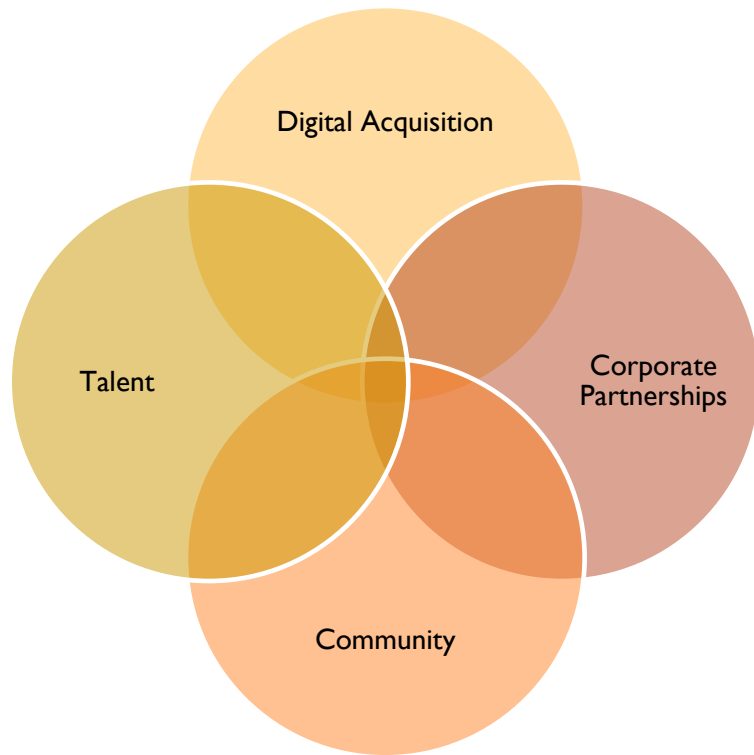
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THE ALLURE OF GAMING



Gaming industry is set to exceed
\$200B+ in revenue in 2023

NAVIGATING THE GAMING SPACE



OUR APPROACH TO FINDING NEW DONORS THROUGH GAMING

1. Team structure and objectives: Building new teams and ways of working to adapt to the nuances of the gaming space. Acknowledge that it may not be a RG replacement

2. Campaign design: creating designing compelling activations that a streamer would want to stream for, but relinquish control and giving creative licenses for how streamers lead the campaigns.

3. Relationship building: unlike digital acquisition, this space requires relationships a) with the streamers b) the overall industry.



SURVIVE TO 5 – SAVE THE CHILDREN US IN ACTION

About Survive to 5

Each year, about 5.2 million children die before reaching their 5th birthday, mostly from preventable and treatable causes.

The good news? That number has been going down because of caring individuals and organizations like Save the Children. In the past 30 years, the global under-5 mortality rate has dropped by 67%!

With this event, Survive to 5, we are hoping to reach an additional 25,000 children with lifesaving care.

Save the Children's child health programs focus on empowering frontline health workers to deliver preventative and curative care to address three of the major killers of children under 5: pneumonia, diarrhea and malaria. Trained and supported frontline health workers in the most-in-need communities and countries can often deliver lifesaving care such as immunizations, antibiotics, oral rehydration solution, zinc and malaria drugs, ultimately increasing access to and the quality of child health services. Frontline health workers enable families, communities, and governments to be active partners in improving the health and survival of children.

During times of crisis, access to quality health services becomes increasingly limited or non-existent. In the initial phase of an emergency, we collaborate with health systems and other partners to support existing health centers and village clinics, and establish mobile medical care and temporary health facilities to reach displaced or underserved populations.

Campaign Design: Customised campaign for the gaming space – overarching message with flexibility for streamer



TILTIFY Current fundraisers

Amount	Streamers	Amount	Streamers	Amount	Streamers
\$705.00	Maral (Marall for Survive to 5)	\$1,405.00	Grinning Hazard (Cryptids-Help Kids)	\$254.20	Thorlar (Thorlar-saves-children)
\$300.00	kayPOWXD (kayPOWXD-Saves The Children)	\$1,000.00	Lyssatee (Survive to 5 & Lyssatee)	\$50.00	Jangutu (Jangutu Survive to 5 2023)
\$0.00	snugibun (Survive to 5)	\$3,365.00	LillyVinnily (LillyVinnily's Save The Children Campaign)	\$2,500.69	FeralWife (Feralam for Survive to 5)
					speeddocs (Launch Party 2023)

Maximise Donations through Relationships: Campaign sponsored by gaming hardware partners, providing incentives to streamers

Fundraiser incentives

Incentive	Requirement
\$250 ONE STREAMPLIFY PRODUCT	Raise \$250 and choose a product from Streamplify
\$500 TWO STREAMPLIFY PRODUCT	Raise \$500 and choose 2 Streamplify Products
\$750 DUCKY KEYBOARD	Raise \$750 and choose a Ducky Keyboard. Exact keyboard options TBH by location of recipient.

Outreach through Relationships: Range of micro streamers participating in campaign. Secured through I-I relationships