



# Streaming for AACR

We've assembled some best practices to help take your AACR stream to the next level.

## [Add Your Stream to Your AACR Fundraising Page](#)

After registering for an [AACR event](#), you'll be asked if you want to add a stream to your fundraising page. You'll need to sign in with your Twitch, Mixer, or YouTube Live credentials to add your stream to your page. You can select if you want your stream to show automatically any time you broadcast, or if you want to manually control it. If you don't add your stream at this time, you can always add it later in the "Settings" tab on your fundraising page.

## [Get the Twitch Extension](#)

If you've chosen to stream on Twitch, make sure you add the [AACR Charity Fundraising Twitch Extension](#) to your Twitch channel. This allows Twitch viewers to donate towards your AACR fundraising total without ever leaving your stream. It also shows your top donors and your progress towards your fundraising goal. [Click here](#) for a walkthrough on fully activating your AACR Twitch extension.

## [Set Up Streamlabs Alerts](#)

By signing up for Streamlabs, you can [set up alerts for donations and stream updates](#). You'll first need to link your Streamlabs account to

AACR in the "Charity Streaming" field on the [Streamlabs Integrations](#) page.

### Add in a Stream Overlay

AACR has created a custom overlay that automatically updates to show your fundraising progress, your top donations, as well as the AACR logo so everyone knows who you are raising funds for. You can add the AACR overlay to your stream by copying the link on your fundraising page and adding it your streaming account. The overlay will always display, unless the viewer is using a mobile device.

### Check Out the API

Want to build custom overlays? Alerts? How about your own dashboards? [Check out our public API](#) and start getting creative!

### Streaming FAQs

*What is streaming?*

A stream is an online feed of media (like audio/video) broadcasted over the internet, showing a viewer something happening in real-time. A "streamer" is the person hosting the live video broadcast. Streaming platforms provide chat features that connect viewers and streamers in real time, creating an interactive experience.

*Is streaming popular?*

Streaming accounts for [2/3 of all internet traffic](#) and by 2020, that number is expected to grow to 82%. People of all ages watch and create live streaming video, with [80% of consumers prefer to watch live video over other social content](#).

*Isn't streaming just for gamers?*

Not at all! Thousands of people regularly stream themselves making art, music, cooking, and more. You can use whatever you're most passionate about to connect and engage with an audience.

*Do people really stream for charity?*

Thousands of people regularly stream to raise money for charity and the numbers are increasing dramatically across all streaming services. Streamers on Twitch alone have raised \$75 million for charity and it has as many or more monthly viewers than cable news channels like MSNBC and CNN.

*How could streaming help my fundraising efforts?*

Streaming empowers you to bring your fundraising to life. It makes your donors feel like they're part of the event, wherever they are. Donations show up on the spot and you can thank your donors in real time. It creates excitement and a sense of community, helping you reach even more supporters for your campaign.

*What equipment do I need to stream?*

One of the greatest things about streaming is that it doesn't require much to do: a recording device, such as a smartphone with built-in camera and microphone, or a desktop computer or gaming console with external microphone and headphones. If you're using a mobile device, you'll need a Streaming Service app such as Twitch, YouTube, Mixer Create, or Streamlabs. If on a desktop, you'll need video/audio capture software such as Streamlabs OBS while those using a gaming console need to be signed in to their streaming service such as Mixer (for Xbox users), or Twitch (for PlayStation 4 users).

## Getting Started with Streaming

The first step is to choose which platform you want to use. If you want to add your stream directly on your fundraising page, you'll need to use either Twitch, Mixer, YouTube Live. For each of these, you'll need to sign up and create an account.

Once you've created your account, you'll want to register for one of AACR's fundraising events, which you can find [here](#). If you're creating your own new gamer-centric event or campaign, click [here](#).

After registering for your AACR event, you'll be asked if you want to add a stream to your fundraising page. You'll need to sign in with your Twitch, Mixer, or YouTube Live credentials and then your stream will be added to your page. You can also choose if you want your stream to show automatically any time you broadcast or if you want to manually control when the stream shows on your page.

If you don't add your stream at this time, you can always add it later by going to the "Settings" tab on your fundraising page and checking the box to "add a stream to your page".

If you've chosen to stream on Twitch, make sure you add the [AACR Charity Fundraising Twitch Extension](#) to your Twitch channel ([activation instructions](#)). This allows Twitch viewers to donate towards your AACR fundraising total without ever leaving your stream. It also shows your top donors and your progress towards your fundraising goal.

Sign up for Streamlabs, where you can [set up alerts for donations and stream updates](#). You'll first need to link your Streamlabs account to AACR in the "Charity Streaming" field on the [Streamlabs Integrations](#) page.

AACR has created a custom overlay that automatically updates to show your fundraising progress, your top donations, as well as the AACR logo so everyone knows who you are raising funds for. You can add the AACR overlay to your stream by copying the link on your

fundraising page and adding it your streaming account. The overlay will always display, unless the viewer is using a mobile device.

## Leading Up to the Stream

- Land on a format - will you be playing games, crafting, cooking, or simply talking to your audience? While you don't need to have every minute of your stream scheduled, it's good to go in with a plan, especially if this is your first time broadcasting.
- Pick a day and time that you'll start your stream and how long you plan to stream for.
- Decide if you'll offer any incentives. While they aren't required, incentives can be very effective when soliciting donations. They're not restricted to physical goods either - incentives can be things you do live on the stream. For example, for \$20 the donor gets to choose your character in the next game, for \$50 you do 10 pushups on camera, and for a \$100 the donor gets a personalized drawing or card. Be creative.
- Start posting on social media as soon as possible. Highlight when you'll be streaming and why you're doing this. While viewers will randomly discover your stream, you also want your friends and family to join in. The best way to drive traffic to your stream is to set a schedule and promote it on social media regularly as you get closer to your stream date.
- Do an equipment check the day before. Make sure you have everything you need assembled, and do a test of your audio and video quality.

## Streaming Tips

- Share your connection to the cause and talk about why you're streaming.
- Make sure you repeat it often, so that people signing on and off your stream all get to hear it.
- Talk about the direct impact of the money you're raising, how specific amounts translate to tangible items for the nonprofit you're supporting.
- Ask viewers to make a donation. This one may sound obvious, but it's important to actually make the ask so that viewers know they have a part to play during the stream as well.
- Ask viewers to share your stream with their community. While not everyone may be able to make a \$100 donation, everyone can help promote your stream and grow your viewers.
- Set fundraising goals. Not just an overall goal, but set interim goals as well, such as in the next hour, I want to raise at least \$200. Breaking up your total goal into smaller, achievable amounts can help encourage donors to give a little more to help you reach your next milestone.
- Thank your donors live. One of the most personal touches of streaming is that you can acknowledge and thank your donors live during the stream, showing your gratitude instantly. So when you see those donations coming in during your stream, make sure you give a shout out to the donors.
- Engage with your viewers. Keep an eye on the chat window so you can answer any of their questions.
- Take breaks, especially if you're streaming for an extended amount of time. Make sure you move around, get something to drink, and use the restroom. Play a video about the cause you're supporting, or put up stinger slides during your break so viewers know you'll be returning.
- Have fun! Remember that you're doing this to support an amazing cause and that we appreciate all of your hard work and commitment.

## Twitch Extension Setup

Either go here <https://www.twitch.tv/ext/44enb8d4ckkxtx0lgn01auwl7tpa9h-0.0.1>

Or search 'Charity' in Extensions

Here we are:

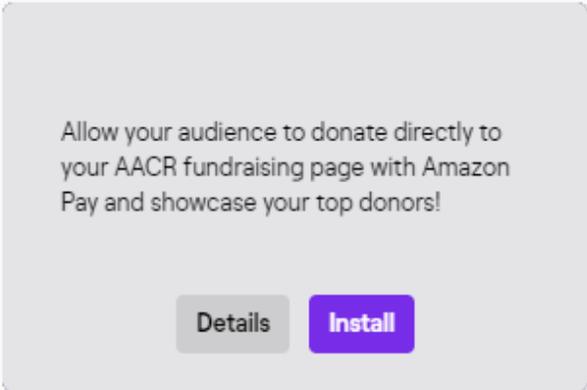


A screenshot of a Twitch extension preview. The main image shows three people in a clinical setting. A man in a white lab coat is talking to two women in teal scrubs. Overlaid on the image is the text "American Association for Cancer Research Charity Fundraising" and the AACR logo, which consists of the letters "AACR" in white on a green background, followed by "American Association for Cancer Research" in smaller text.

AACR Charity Fundraising  
DonorDrive

PANEL MOBILE

Hover, then click Install



A screenshot of the Twitch extension details page. The background is a light gray. The text reads: "Allow your audience to donate directly to your AACR fundraising page with Amazon Pay and showcase your top donors!". Below this text are two buttons: "Details" in a light gray box and "Install" in a purple box with white text.

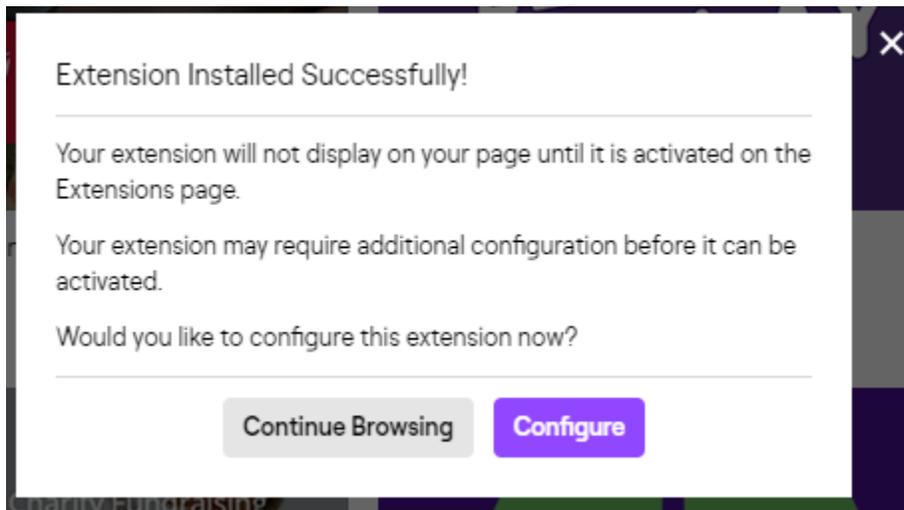
Allow your audience to donate directly to your AACR fundraising page with Amazon Pay and showcase your top donors!

Details Install

AACR Charity Fundraising  
DonorDrive

PANEL MOBILE

Click 'Configure'



If you already have a fundraising page set up with AACR through the DonorDrive donation platform, enter your Participant ID (the sequence of numbers at the end of the URL on your fundraising page), and Activate in your Extensions (see further below):

## Configure



### AACR Charity Fundraising

Created by DonorDrive

## American Association for Cancer Research Settings

### Fundraising Page Type:

- My Page
- My Team Page

### Participant ID:

[Find your ID](#)

`https://aacr.donordrive.com/...&participantID=1234`

**Save Changes**

If you DON'T have a fundraising page already set up, click 'Find your ID':

## Configure



### AACR Charity Fundraising

Created by DonorDrive

## American Association for Cancer Research Settings

### Fundraising Page Type:

- My Page
- My Team Page

### Participant ID:

[Find your ID](#)

<https://aacr.donordrive.com/...&participantID=1234>

[Save Changes](#)

Then scroll down and click on the 'Cancer Destroyer' logo:



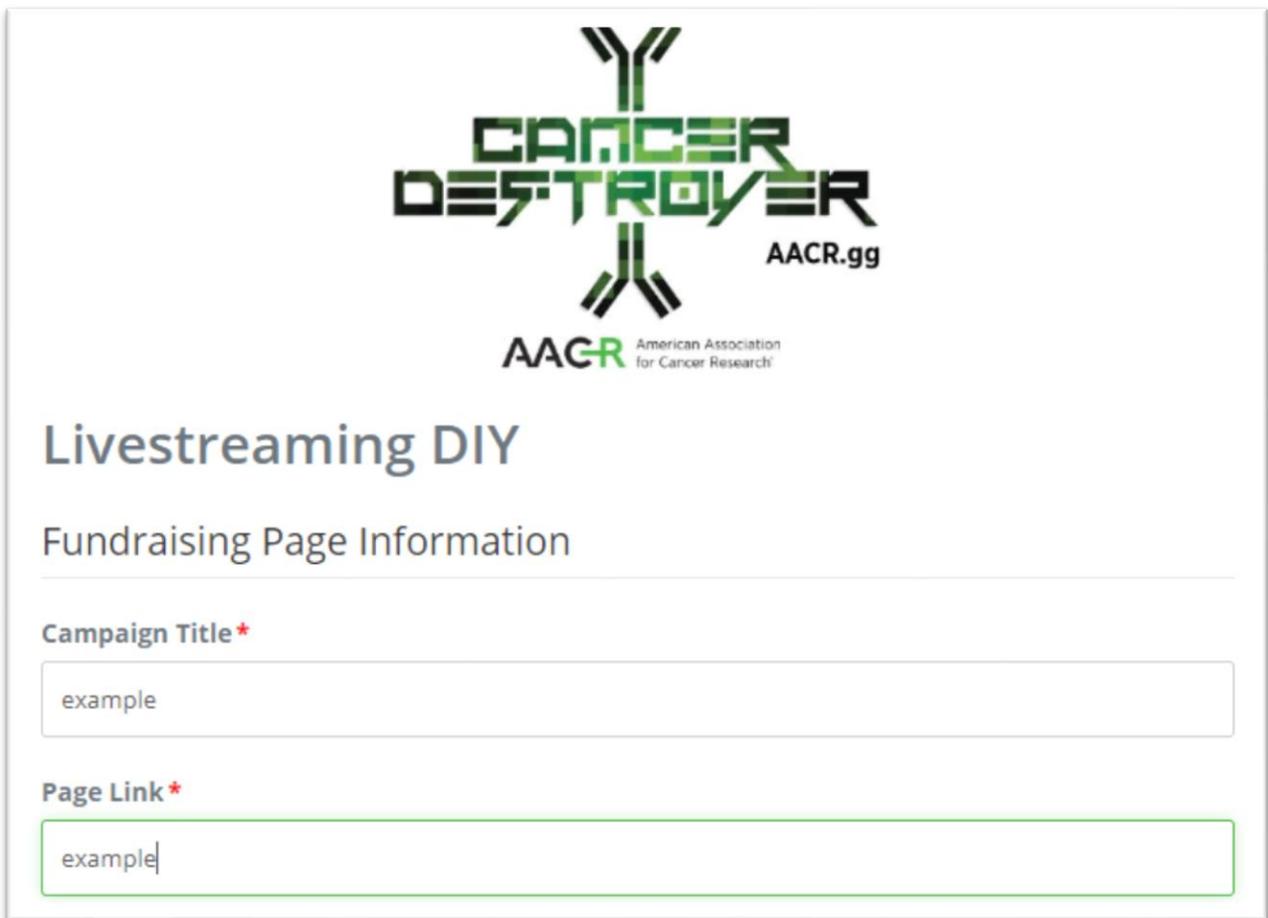
**Always On** - Become a CANCER DESTROYER by hosting a charity fundraiser on your gaming stream.

Click 'Create a Page':

## Livestreaming DIY

CREATE A PAGE

Fill out 'Campaign Title,' 'Page Link,' 'Fundraising Goal,' 'Make a Donation' (optional),



The screenshot shows a form titled "Livestreaming DIY" under the heading "Fundraising Page Information". At the top of the form is the "CANCER DESTROYER" logo, which is a stylized cross shape with the text "CANCER DESTROYER" in the center and "AACR American Association for Cancer Research" at the bottom. To the right of the logo is the text "AACR.gg". Below the logo, the form has two input fields: "Campaign Title\*" and "Page Link\*", both containing the text "example".

Continue, then fill out Contact Details, Create a password, etc., then 'Create Page':

# Livestreaming DIY

## Contact Details

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Been here before?

[Login to your account](#) to prefill the fields below with your information.

**Name \***

**Street \***

Customize Your Page:

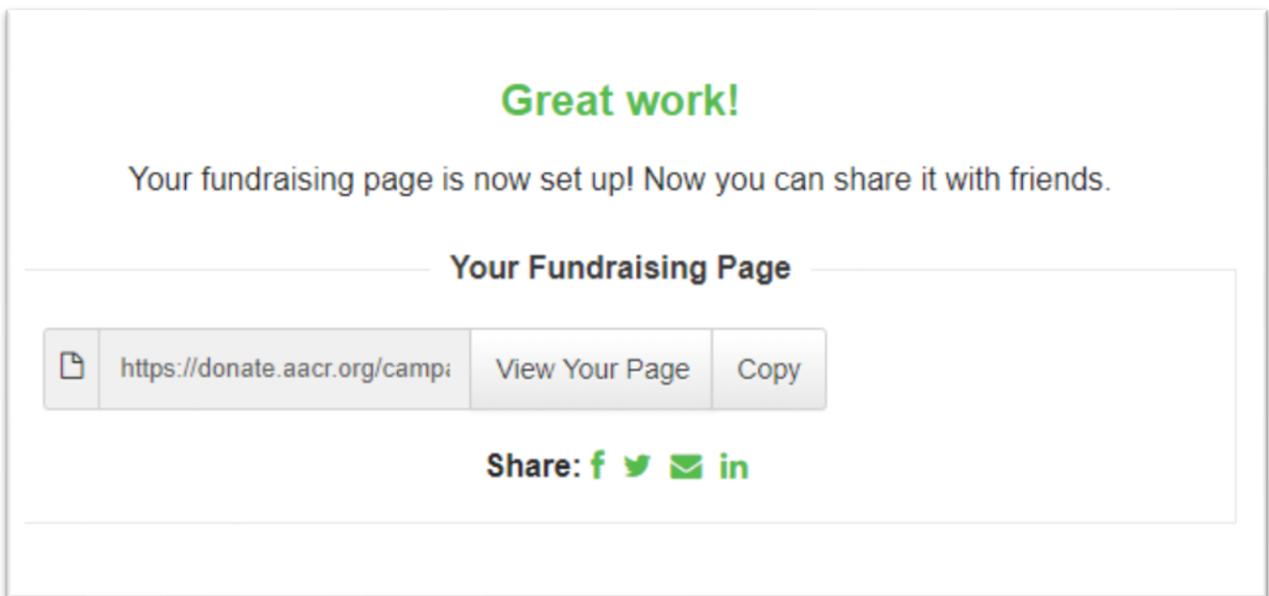
## Thanks for creating your Page!

You did it! You've created a page for our cause.

[CUSTOMIZE YOUR PAGE](#)

Continue to follow the directions, adding as much or a little as to your fundraising page as you like.

Don't forget to copy the link to your fundraising page, and use the tools inside to connect to your family and friends.



The screenshot shows a confirmation message for a fundraising page. At the top, it says "Great work!" in green. Below that, it says "Your fundraising page is now set up! Now you can share it with friends." Underneath is a section titled "Your Fundraising Page" which contains a URL "https://donate.aacr.org/camp:" with a document icon, a "View Your Page" button, and a "Copy" button. At the bottom of this section, it says "Share:" followed by icons for Facebook, Twitter, Email, and LinkedIn.

Go back to the Extension popup on your Twitch page, enter the ID number at the end of the URL on your Fundraising page, and click Save Changes:

## Configure



### AACR Charity Fundraising

Created by DonorDrive

## American Association for Cancer Research Settings

### Fundraising Page Type:

- My Page
- My Team Page

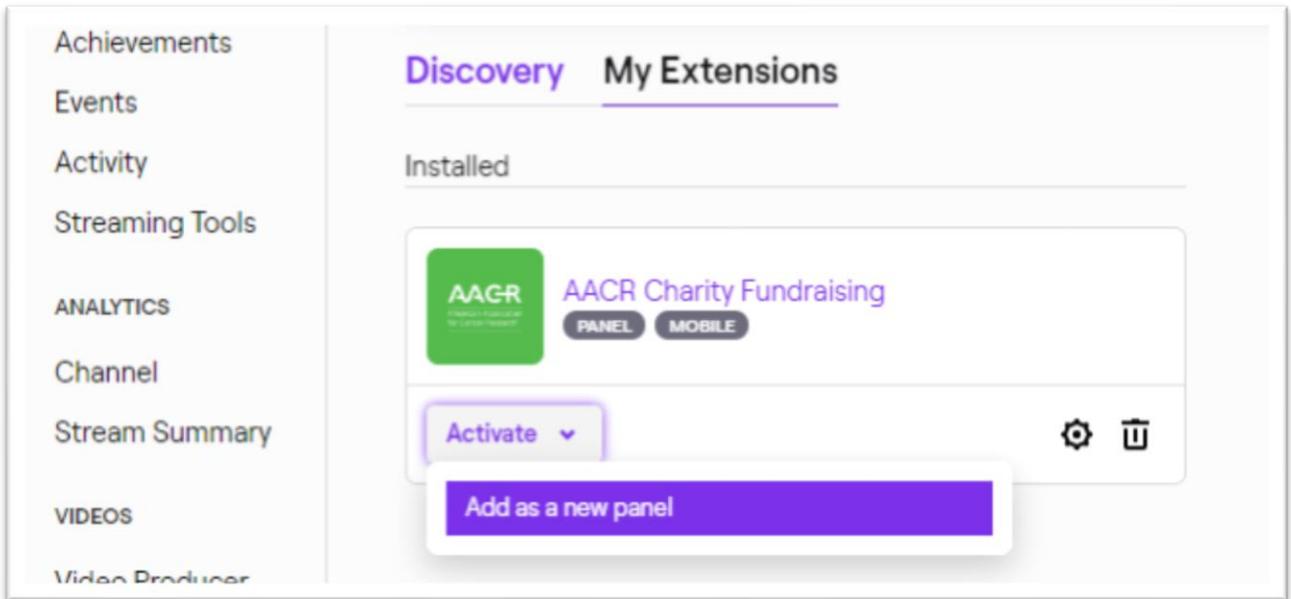
### Participant ID:

[Find your ID](#)

`https://aacr.donordrive.com/...&participantID=1234`

**Save Changes**

X out of the panel once changes are saved, click 'Activate' and 'Add as a new panel':



Feel free to edit the position of the extension on your panel.

Thanks for supporting live-saving cancer research through the American Association for Cancer Research!