

Refuge



For women and children.
Against domestic violence.



SOCIAL MEDIA FUNDRAISING GUIDE

#StreamForRefuge

**NEED
HELP?**

National Domestic Abuse Helpline
24 Hour CALL FREE
0808 2000 247

Live chat Mon–Fri 15.00–22.00

nationaldahelpline.org.uk

BSL service: nationaldahelpline.org.uk/en/bsl

THANK YOU



#StreamForRefuge

Every 2 minutes someone turns to Refuge for help.

Thank you standing in solidarity with women and their children in their hour of need.

As the UK's largest specialist domestic abuse organisation, we're dedicated to preventing and ending abuse, against women. From lobbying the government to make much needed changes to the law, to keeping our live-saving and life-changing helpline and community services open – services such as the [National Domestic Abuse Helpline](#), and our network of Refuges.



But we can only do our work thanks to the generosity of our wonderful supporters, like you.

You're helping to ensure that we can be there for every woman who needs us and for those who are yet to reach out. Our streaming pack contains everything you need to stream your way, including some inspirational ideas, tips from our amazing community of streamers and downloadable resources to help you smash your stream for Refuge!

However you choose to stream for us, from live music to showing off your crafting skills, you're ensuring every woman who needs us has a brighter future. Any money you raise, big and small, will play a huge part in keeping our services going, every penny counts.

Together, we stand with women when they need us. We change attitudes, we change the law and we change lives. Your stream will help give others strength.

Thank you again for supporting us to build a world where domestic abuse is no longer tolerated.

Team Refuge 



#StreamForRefuge

HOW YOUR FUNDRAISING HELPS



£52

could provide a woman and her children a safe night's stay in a refuge



£185

could help fund the running of the Helpline for an hour, providing information to women who wish to flee



£250

could go towards providing emotional and practical support to 10 women and their children affected by domestic abuse



£555

could cover the costs of running the Helpline for three hours



£1,000

could provide 40 emergency parcels for a woman and their children arriving at our refuges



£2,500

could fund the running of one of our refuges for five days



£5,000

could allow over 70 children to enjoy a day out to somewhere like a theme park



£7,500

could provide baby essentials, including a crib and stroller, for 22 mothers arriving at a refuge



£10,000

could help 100 survivors to buy food and essential items when arriving at a refuge

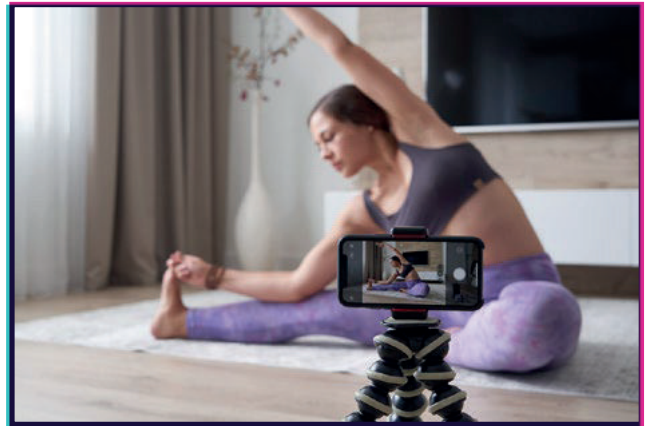


Whether it's to explore their options, reach a place of safety, or simply lend a listening ear – your support ensures we can be there for women in the moment, whenever they need us. Thank you."

*Lucy, Refuge Team Leader,
National Domestic Abuse 24 Hour Helpline.*

STUCK FOR INSPIRATION? HOW ABOUT...

- **Gaming:** stream yourself playing your favourite video games, either alone or with a virtual team. You could even do a timed challenge.
- **A 12 hour livestream challenge:** do something you love for 12 hours – a danceathon, a DJ set, or 12 hours of cycling.
- **Live music:** livestream your concert or gig – or ask for donations and put on a show especially for your online community.
- **Cooking or baking:** teach your livestream viewers your favourite recipe, or attempt to cook some tricky recipes.
- **Host an online panel:** invite some guests to your stream to chat about your chosen topic. Get your viewers involved by asking for questions for your panel.
- **Fitness class:** host live exercise classes for viewers and ask for donations. This could be anything from high intensity training to a meditative yoga session.
- **Watchathon:** do you have a favourite TV series? Are you a fan of a particular film genre? Why not livestream your timed Watchathon providing live updates to your viewers of your thoughts and reactions.
- **Craft tutorials:** show off your skills as you livestream crafting tutorials and take viewer requests.
- **Brave the shave:** livestream you shaving your head to bring in those donations.
- **Host an online quiz:** become a quiz show host and play along with your viewers.
- **Truth or dare:** host a Q+A session or truth or dare session for your followers – a great opportunity to interact with your online community and, if you're feeling brave, take on some dares.



REFUGE'S TOP STREAMERS...

CHRIS:

did a Watchathon and raised £1,281 for Refuge!

Chris chose to support Refuge for his 7th charity watchathon. Over three days Chris watched 25 female led films whilst streaming on Twitch and raised an incredible £1,281.

Chris started his watchathon in May 2020 and said, "I wanted to raise money for a charity that focused on domestic abuse as I was aware of the impact that covid and lockdowns had on women and children that lived with domestic abuse."

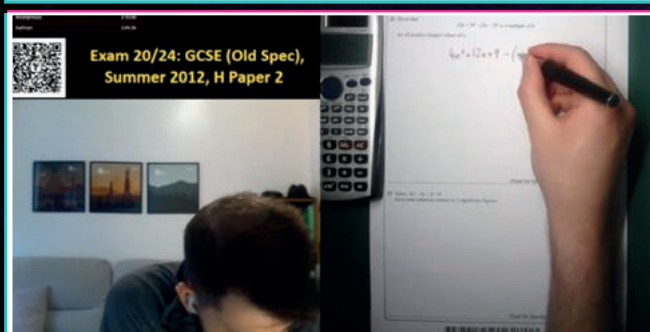
"The highlights are always the people who join in and watch the films along with me and/or just pop onto Twitch to say hello. The biggest challenge was having to watch Spice World: The Movie. That's 80 minutes of my life I'll never get back."

ALEX:

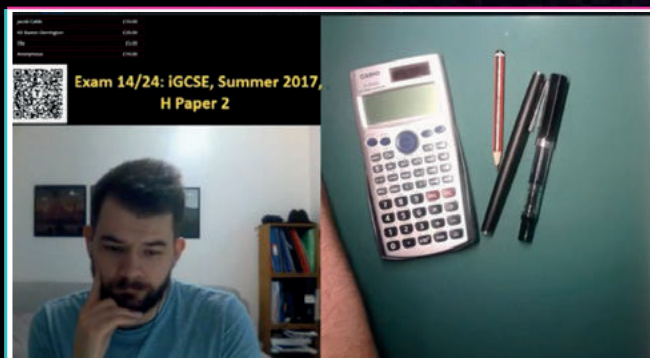
completed two 24-hour Maths Marathons for Refuge and raised £2,582

"Charities like Refuge support those in greatest need, and it was an honour to do my part to support them. I'm a stereotypical mathematician: physical activity has never been my strong suit! I admire people who can run real marathons, but for me, it had to be a maths marathon."

"Inspired by some gaming streamers I follow, I learned how to use OBS, printed off a bunch of papers, and that was all there was to it! I did about half-and-half A-Level and GCSE exam papers, but also mixed in some Primary level and some Degree level papers. A few of my nerdy friends were happy to join me on chat to keep me company throughout the event too which was lovely".



Maths Teacher Does 24 Exams in 24 Hours (Part 3/3)





#StreamForRefuge

SETTING UP YOUR STREAM

BEFORE YOU STREAM

1. Choose a host for your stream. Popular choices are YouTube Live, TikTok, Instagram Live or Twitch.

2. Decide on the date, time and length of your stream. Pick a start time for your stream that reflects when your community is going to be available to watch. Most charity live streams are broadcast from Friday afternoons to Sunday evenings.

3. Choose a donation platform. We recommend [Tiltify](#) which is a live stream fundraising platform. It has polls, incentives and rewards to engage your viewers. If you stream on Twitch, you can also add the Tiltify donation extension to your channel.

Or, you can set up an online giving page on [JustGiving](#). You can even use the link to your page as a chatbot prompt to get people to donate.

4. Decide on your streaming content and how long you want it to be. If you're going to break it down, provide a schedule so your viewers can join the sessions they most want to see. We've also got a range of streaming assets you can use [on our website](#).

You could even have donation incentives and milestones during your stream. Check out our incentive ideas [on page 11](#).

5. Promote your stream. A few weeks before your stream you could make an announcement to your community and promote your event on your socials. You can check out our social media assets [here](#). You could also announce your fundraiser on Discord.

STREAM DAY

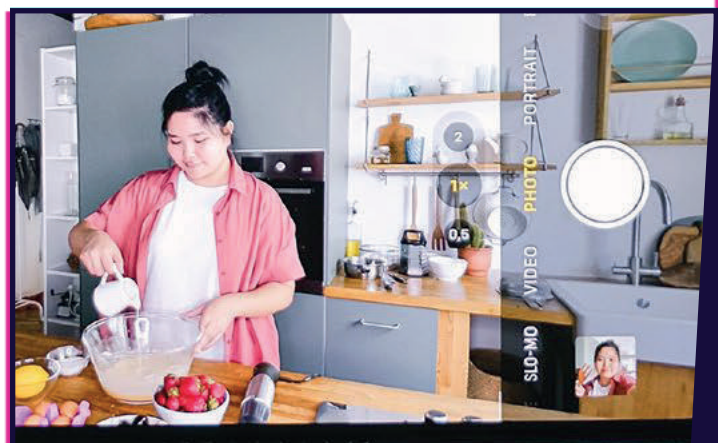
1. Do a practice run. Test to make sure everything on your stream works ahead of time.

2. Stream management. Describe your channel and rules for chat before the stream starts. You can also set up a chatbot which can provide information about Refuge, share your fundraising page link and signpost to our helpline.

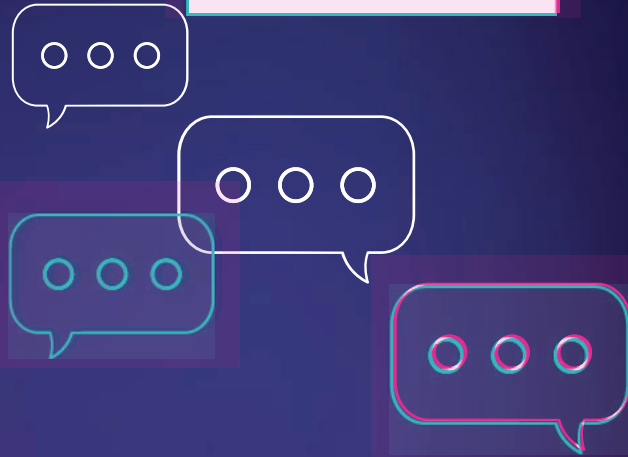
3. Broadcast your stream. Join 30 minutes early and have a break screen so audience numbers can build up. Remind everyone why you're doing the charity stream, who you're doing it for, and how viewers can donate. Do this every 10 minutes to encourage donations.

END OF EVENT

Thank everyone who came along to your stream. If you've created a JustGiving page people can still donate after the event, so give your community a fundraising update and remind them there's still time to give.




TALKING POINTS




Domestic abuse is **physical, emotional, psychological, economic, tech,** and/or **sexual abuse** from an intimate partner or between people who are personally connected. It can be perpetrated by anyone against anyone, but it is much more commonly perpetrated by men against women.

ABOUT DOMESTIC ABUSE

 **1 in 4** women in England and Wales will experience domestic abuse in her lifetime.

 **1** woman is killed every 5 days by a current or former partner in England and Wales.

 Every **30** seconds the police receive a domestic abuse-related call.

ABOUT REFUGE

Every **2** minutes someone looks to Refuge for help.

Refuge supports thousands of women and their children every day, in our emergency accommodation, community services, and through the National Domestic Abuse Helpline which is run by Refuge and is the gateway to support services across the country.

Specialist women's domestic abuse services continue to face a funding crisis, with funding cuts and poor commissioning decisions failing to ensure they can keep running.

If your community wants to support someone they know who is experiencing domestic abuse, you can advise them to:

≥ **Take her seriously** . Listen. Believe her. Women's concerns are often dismissed. They're told he seems like a nice guy, or a great dad. Trust what she says.

≥ **Tell her it's not her fault.** Your friend might blame herself. Tell her she is not to blame. A perpetrator is responsible for his abuse.

≥ **Don't judge her or tell her what to do.** Don't ask why she hasn't left yet. Instead, build her confidence and focus on her strengths.

≥ **Give her time.** It might take a long time before she confides in you. Go at her pace. Supporting her to recognise the problem is the first step.

≥ **Signpost to Refuge's National Domestic Abuse Helpline**

0808 2000 247, available 24 hours a day 7 days a week for free, confidential specialist support.

Or visit nationaldahelpline.org.uk to fill in a webform and request a safe time to be contacted or to access live chat (*live chat available 3pm-10pm, Monday to Friday*).

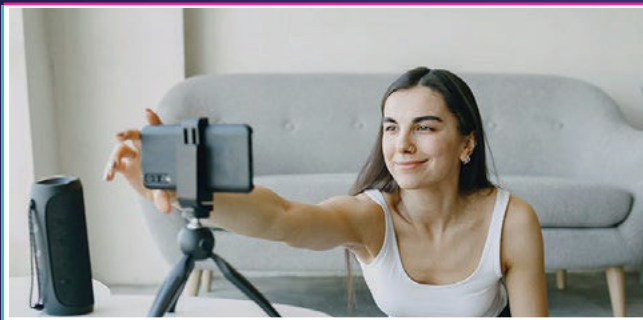
For support with tech abuse visit refugetechsafety.org.

ENGAGING YOUR VIEWERS



GET YOUR AUDIENCE INVOLVED

- **Ask them questions or get them to do a poll.** For example, if you're a singer or play an instrument, ask your community which song you should play next.
- **Take questions from your community**, so they can find out more about you and why you want to support Refuge.
- **Use our social assets to jazz up your stream**, download them [here](#).
- **Offer incentives for donations**, such as a personalised message or exclusive content. This can really spur on donations and help to increase the amount of money raised.



SHOW YOUR APPRECIATION

- **Give your donors a shoutout on the stream** – read out their name and donation amount, or create a wall of fame by writing their name on a whiteboard or poster that's shown during your livestream.
- **Encourage other viewers on the stream to give a virtual applause** or use emotes to show appreciation each time someone donates.
- **Incentives!** Show your appreciation with incentives or prizes – check out our incentive ideas on the next page.

CHAT COMMANDS

If you're planning to set up a chatbot to help you respond quickly to questions from your viewers, you can use the following commands:

!donate Help keep Refuge's vital services running for women and their children experiencing abuse, donate to my fundraiser here [insert your fundraising page link]

!charity Today I'm fundraising for Refuge, a charity which supports women and their children experiencing domestic abuse. Make a donation and help them to continue to be there for anyone struggling to cope [insert your fundraising page link]

!signpost Refuge's National Domestic Abuse Helpline 0808 2000 247, is available 24 hours a day 7 days a week for free, confidential specialist support. Or visit www.nationaldahelpline.org.uk to fill in a webform and request a safe time to be contacted or to access live chat (live chat available 3pm 10pm, Monday to Friday). For support with tech abuse visit refugetechsafety.org

CHAT MODERATION

Create chat rules: Help stop inappropriate behaviour by setting clear rules for the chat – let your viewers know what these are at the beginning of the stream.

Live stream moderation tools: Make use of built in moderation tools, such as the ability to ban users, delete messages, and put users in time-out.

Teamwork makes the stream work: You might want to get together a team of moderators to help manage the chat. Other streamers or friends can help review and manage chat conversations.

MILESTONES & INCENTIVES

Incentives make all the difference to the success of your charity stream. Rewards for donations and having something to work towards will liven up your stream and encourage people to donate. Whether you want to promise your viewers something each time a certain amount is donated, go all out when a milestone is reached – or both – we have suggestions to get you started.



PER DONATION INCENTIVES

- **Eat something super spicy** or a lemon for each donation of a certain amount.
- **Cover yourself in stickers** or temporary tattoos – watch them build up as donations roll in.
- **Have your pet make a guest appearance.**
- **Take a pie to the face.** Simple, effective, and messy.
- **Do an impression of someone famous.** To increase the challenge, get donors to choose who you impersonate.
- **Do squats, burpees,** or something else physically challenging each time someone donates a specific amount. Make sure you don't promise to do more than you can manage!
- **Take a karaoke request.** Sing or play a song of the donor's choosing when they donate a certain amount.
- **Dance like everyone is watching** – the weirder the better.
- **Two minutes of gaming chaos.** If you're gaming you could turn the controller upside down for two minutes, play the game blind folded or wearing oven gloves.
- **T-shirt of fame.** Write the name of donors on a t-shirt, then pick one donor to win the t-shirt once your fundraising target has been hit.
- **Playlist picks.** Donors can choose a song to add to a playlist and access the full playlist once your livestream has ended.

MILESTONE INCENTIVES

Celebrate milestones, such as reaching half of your donation target, with extra incentives. This will keep donations rolling in while creating a buzz as you head towards the milestone. You could:

- **Do a prize give away** – create your own merch, give away something related to your stream, or give users access to exclusive content such as tutorials or a personalised video.
- **Shave your head live on camera, wax your legs,** or dye your hair pink.
- **Send a thank you e-card or milestone certificate** to everyone who has donated so far.
- **Theme your stream.** Take fancy dress suggestions beforehand from viewers or run a poll to get everyone involved.
- **No mirror makeup.** Film yourself putting on makeup without being able to see what you're doing. Wear your new look for the rest of the live stream.
- **Change the profile picture** on one of your social media accounts to a picture chosen by your community for 24 hours.
- **Organise a live community "ask me anything" night** when you hit a donation milestone.

**HOW TO ADD
MILESTONES TO
YOUR TILIFY
FUNDRAISER** →



OTHER TIPS

GAMING

Streaming live gameplay: If you're doing a gaming stream through Xbox or Playstation, you can install the Twitch app from your game store. Once you've logged in you'll be able to stream your live game play to your online fundraising page.

Game choice: If you're doing a gaming livestream, **please be considerate about the choice of game you decide to play whilst fundraising for Refuge.** As an organisation, we do not permit using games that contain violence, drug or alcohol abuse, gambling or sexual content. We hope that you'll bear this in mind.

When in doubt, ask us: If you're not sure whether something you want to play or do on stream meets our guidelines you can check with us – just email community@refuge.org.uk.

DURING YOUR STREAM

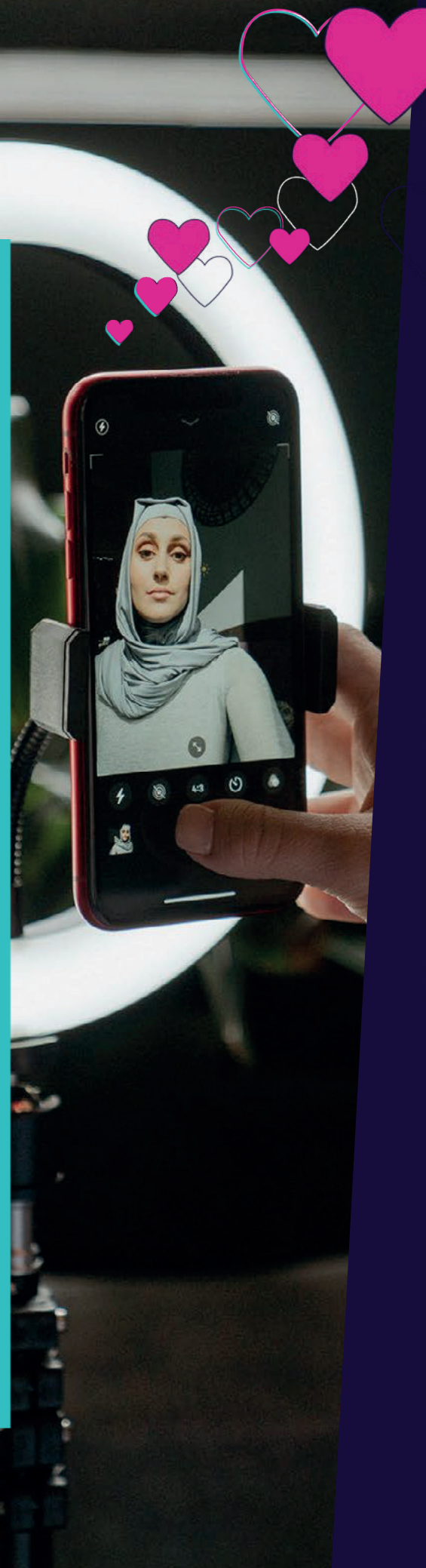
Get comfy: Make sure your setup is physically comfortable and you have enough space to stretch your legs and move around. If your stream will involve you sitting for long periods, use a supportive chair. Adjust your monitor so the top of the screen is at eye level to prevent you from straining your neck.

Ssssh: When you're doing your stream try to ensure there aren't any background noises or distractions, so you're not disrupted. If you're streaming where you can be overheard, do be mindful of those around you.

Look after yourself: Streaming can be tiring, so take regular breaks to recharge. During your break try to move around, keep hydrated and grab a snack. Whatever point you're at with your fundraiser, if you feel unwell do stop.

Trolls: If you come across anyone behaving inappropriately, block and report them. We also recommend setting up a friend as a chat moderator. If you can't get a friend to help, you can find free bots that will filter and remove certain messages so you can keep focused on your stream.

Representing Refuge: Make sure to follow your chosen streaming or gaming platform's community guidelines and terms of service – and remember, while you're fundraising for us, you're representing Refuge.





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Against domestic violence.

THANK YOU

... for fundraising for Refuge.

With support from people like you, we're able to continue to help even more women and their children in their toughest moments.



#StreamForRefuge

Get the word out about your fundraiser using **#StreamForRefuge** and don't forget to tag us so we can cheer you on.

Let us know your streaming plans or questions by [emailing us](mailto:streaming@refuge.org.uk).

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