

PBTF GameON

GET IN THE GAME TO CANCEL KIDS' BRAIN CANCER

13

children and teens are diagnosed each day with a brain tumor, the deadliest childhood cancer.

\$46
MILLION

funded in scientific discovery through partnerships with leading medical institutions, organizations, families, and individuals.

1

mission to Care. Cure. Thrive.

A world without childhood brain tumors is possible when we stand together to effect real, meaningful change.

[**PBTF GameON** gives gamers, live-streamers, and content creators a chance to partner with the Pediatric Brain Tumor Foundation to help cure childhood brain tumors. This is done through live events, broadcasts, sponsorship, and more!]

Since 1991, PBTF has led the way in transforming how childhood brain tumors are treated and how children, teens, and their families are cared for.

Learn by visiting www.curethekids.org or emailing
gaming@curethekids.org



Pediatric
Brain Tumor
Foundation



Partnering with the Pediatric Brain Tumor Foundation is easy! Join the PBTF GameON team to receive:

- A personal fundraising coach and guest appearance
- A dedicated fundraising page
- Toolkit with graphics, overlays, etc. to use on your channel
- Pediatric Brain Tumor Foundation key talking points to cover on your stream
- Invitation to the PBTF GameON Discord server
- Ability to compete for top spots on the PBTF GameON Leaderboard
- Potential to join ambassador group



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curethekids.org/gameon



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Every dollar received through PBTF GameON makes a difference in the Pediatric Brain Tumor Foundation's fight against childhood brain cancer. With your support, we will be able to continue:

- Funding and partnering with organizations to fund more than \$46 million in **scientific discovery** worldwide
- Providing **emergency financial assistance** to families in treatment through the PBTF Butterfly Fund
- Awarding more than 1,500 **college and vocational scholarships** to pediatric brain tumor survivors
- Providing **educational resources and emotional support** to equip, educate and empower families
- Hosting brain tumor **family camps and support groups** in both English and Spanish
- Developing the **Imaginary Friend Society video series** to answer children's questions about cancer
- Giving families the **opportunity to connect** with one another at events across the country



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5 STEPS TO HOSTING A FACEBOOK LIVE FUNDRAISER

Facebook's Basic Instructions

1. PLAN YOUR FACEBOOK LIVE

Everyone has something to share on Facebook Live! Some ideas include telling your family's story or showcasing a talent or passion, such as playing video games or an instrument.

Prepare for your video in advance to help it go smoothly, but also don't worry too much about mistakes or stutters. The idea is to keep the broadcast like a fun conversation, so if mistakes happen, keep it light and keep the lines of communication open with your viewers. Spontaneity works and authenticity is key!

Facebook Live has built-in streaming software so you don't need to download anything. But if you want to integrate third-party streaming software to, for example, show a computer screen or use broadcasting equipment when streaming to Facebook, you can do that too! Learn more [here](#).

2. PRACTICE GOING LIVE

To go live:

1. Click **What's on your mind, [Name]?** at the top of your News Feed.
2. Click *** then click Live Video.
3. Write something about your live video.

If you want to test and practice live broadcasting without actually sharing it with anyone else, you can change the privacy setting so you are the only one who can see it.

Then click, "**Go Live!**" Make sure your video camera, microphone and speakers are all working properly.

3. PROMOTE YOUR STREAM

Build anticipation for your video and fundraising campaign by telling your friends, family and online community in advance of when you plan to go live. Sharing the information on other platforms, like Instagram or email, is another great way to build your audience. Use our tools below to help with promotion.





4. ADD FACEBOOK DONATE BUTTON TO STREAM

To add a donate button to a live video using Live Producer on your desktop:

1. Enter "Live Producer" as a Page Admin from any Live entry point
2. In the description box on the left, select **Raise Money**
3. Select a nonprofit or fundraiser for others to donate to
4. Select **Go Live**

Learn more [here](#).

Review the PBTF's online [Facebook Fundraising Guide](#).

If you are unable to add a donate button to your video, you can also create a [PBTF Fundraising page](#) and share the link.

5. SHARE IMPACT AND ENGAGE WITH AUDIENCE

Start by explaining the impact surrounding your cause. Share with the audience how their donation can support children and teens with brain tumors.

Share personal and emotional stories, as well as video clips within the live stream to tap into audiences' personal experiences and to encourage donations. Use our tools below to help you get started.

Involve your audience. Answer questions during your Live event and address your commenters by name

