

# Welcome to WWF

## Wild-Livestreamers



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Thank you for choosing WWF to charity stream for!

By dedicating streams to WWF you are taking a significant step towards securing a sustainable future of wildlife and their habitats all over the world. You are taking a stand in helping curb climate change and build a greener planet for generations to come.

This commitment involves more than just streaming; it's about creating a meaningful experience that connects your audience with WWF's vital conservation efforts.

Here's everything you need to know about livestreaming for WWF.



## Why?

Our planet is reaching a 'tipping point' and we all have a part in saving it.

Climate change and nature loss threaten not only our survival, but all living species and their habitats.

Time is running out, but we're not yet past the point of no return, there is hope but we need everyone to act.

While the challenges are daunting, we believe in the power of collective action to turn this crisis into an opportunity for positive change.

Together we can strengthen our global online community committed to safeguarding vulnerable animal species and their habitats.

Together, we can change the trajectory of our planet. Livestreaming for WWF Wild-Livestreamers is more than just fun, it's a platform for real change.

While making a huge difference for the future of our planet, you are also:

### Engaging Your Community:

This campaign offers a unique opportunity to engage with your audience on important global issues, fostering a sense of community and shared purpose.

### Amplifying Your Impact:

By joining a network of streamers and content creators, your actions contribute to a larger, global effort to protect our planet.

### Raising Vital Funds:

Through your fundraising, you are directly powering nature loss prevention action across the globe as part of WWF's conservation work.

## Who?

You and the fantastic Wild-Livestreamer community.

## What?

Dedicate a stream or more to raising funds and awareness for WWF. Inspire your community to take action on protecting nature by spreading awareness about WWF work and the issues our planet is facing.

## When?

Anytime! Forces for Nature is our Always-On campaign which gives you the choice when to fundraise.

## How?

[Create your campaign on Tiltify to start fundraising!](#)

## Where?

Twitch, YouTube, TikTok, Facebook Gaming, or any other streaming platform.

## Bonus!

Tag us in your X posts so we can share them to our online community! Our account is: @wwf\_streamers



## Your Impact

Fundraising today will help secure a tomorrow for nature. Your support for WWF means you are taking decisive action towards halting environmental decline and securing a sustainable future for our planet.

The donations you raise can help protect natural habitats and slow down the rate of biodiversity loss. Some examples of how the funds you raise can make a difference:



**\$50**

Could help support the restoration of degraded habitats for endangered species.



**\$100**

Could help support the research and monitoring of threatened species populations.



**\$500**

Could help create sustainable livelihoods for communities to reduce pressure on wildlife and habitats.



# Ideas for your WWF Charity Livestream



## Crowd Control Party Stream

Host a special stream to excite your community about fundraising for WWF.

Embrace the fun and chaos that ensues of letting your community decide crucial steps and actions in your live gaming!

This can be a great way to engage viewers in a unique, and interactive way while emphasizing your commitment to saving our planet.

**Tools Needed:** *Your usual streaming set up but make sure to use the crowd control feature from Tiltify!*

## Gaming with a Purpose

Integrate WWF-themed challenges into your gameplay:

### 01 Endangered Species Marathon

**Game Scenario:** In racing or endurance games, dedicate each race or level to an endangered species. The longer you last or the faster you complete the challenge, the more you highlight the race against time to save these species from extinction.

**WWF Connection:** Use each race to share **facts about the endangered species**, including why they are at risk and what WWF is doing to help save them.

## 02 Pollution Prevention Pledge

**Game Scenario:** In city-building or strategy games, focus on developing your civilization or base with a strong emphasis on pollution prevention strategies, like using clean energy sources, establishing protected natural areas, or implementing sustainable waste management systems.

**WWF Connection:** Discuss how these in-game strategies reflect WWF's real-world work on **renewable energy** or protecting our planet's **natural habitats**.

## 03 Climate Change Challenge

**Game Scenario:** In a survival game, challenge yourself to live off the land with the least environmental impact possible. For example, minimize deforestation, choose renewable resources, or use in-game mechanisms to clean up pollution.

**WWF Connection:** Link each in-game day you survive under these conditions to the WWF's efforts against **climate change**, emphasizing the importance of sustainable living and **renewable energy**.

## 04 Wildlife Rescue Missions

**Game Scenario:** In adventure or role-playing games, dedicate missions to rescuing in-game wildlife or protecting them from threats. This could involve saving animals from poachers, rehabilitating injured creatures, or ensuring their safe migration.

**WWF Connection:** Relate these missions to WWF's efforts to **stop wildlife crime**.

## 05 Biodiversity Bingo

**Game Scenario:** Create a bingo card with different types of in-game biodiversity, such as specific animal species, plant types, or ecosystems. As you encounter each item during your gameplay, you can mark off the bingo squares.

**WWF Connection:** Each bingo line completion can prompt a discussion on the **importance of biodiversity** and how WWF works to protect it in the real world.



### WWF Themed Gaming Trivia

Spice up your stream with trivia questions related to wildlife and conservation during gaming breaks or in-between matches.

**Tools Needed:** Questions from [WWF's animal trivia games](#), an interactive platform for viewers to respond.



### Storytime Segments

Share personal stories or experiences related to nature and conservation during your stream, connecting these moments to WWF's mission.

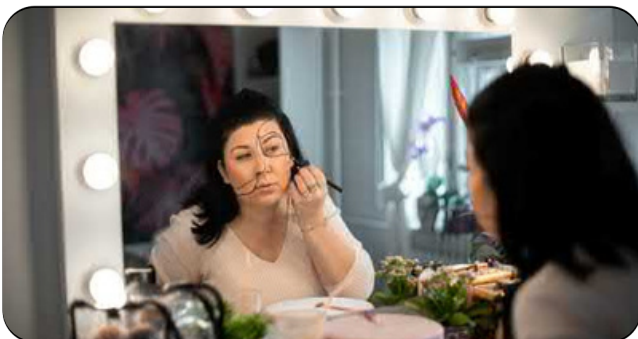
**Tools Needed:** Your personal anecdotes and a comfortable setting for storytelling.



### Create with a Cause

If you're into art or music, dedicate a session to creating something inspired by nature, linking it to WWF's cause.

**Tools Needed:** Art supplies or musical instruments, a setup that allows viewers to watch your creative process.



### Nature-Themed Cosplay or Costume Stream

Dress up in nature-themed costumes or cosplay during your stream, linking each costume change to donation milestones.

**Tools Needed:** Costumes, a setup for quick changes, a donation goal for each costume reveal.

Feel free to adapt these ideas to fit your unique style and audience and most importantly:  
Have fun while doing something great for the planet!



## Incentive Ideas



**Shout-outs** Give personalised shout-outs on stream to donors.



**Gaming Challenges** Perform specific in-game challenges or use fun game mods for each donation received.



**Q&A Privileges** Donors get to ask questions or suggest topics for on-stream discussions.



**Name in Stream Credits** Include donors' names in a special 'thank you' section at the end of your stream or in your video descriptions.



**Exclusive Content Access** Offer access to exclusive content, like behind-the-scenes footage, early video releases, or members-only streams.



**Custom Artwork or Emotes** Create and share custom digital artwork or emotes for certain donation levels.



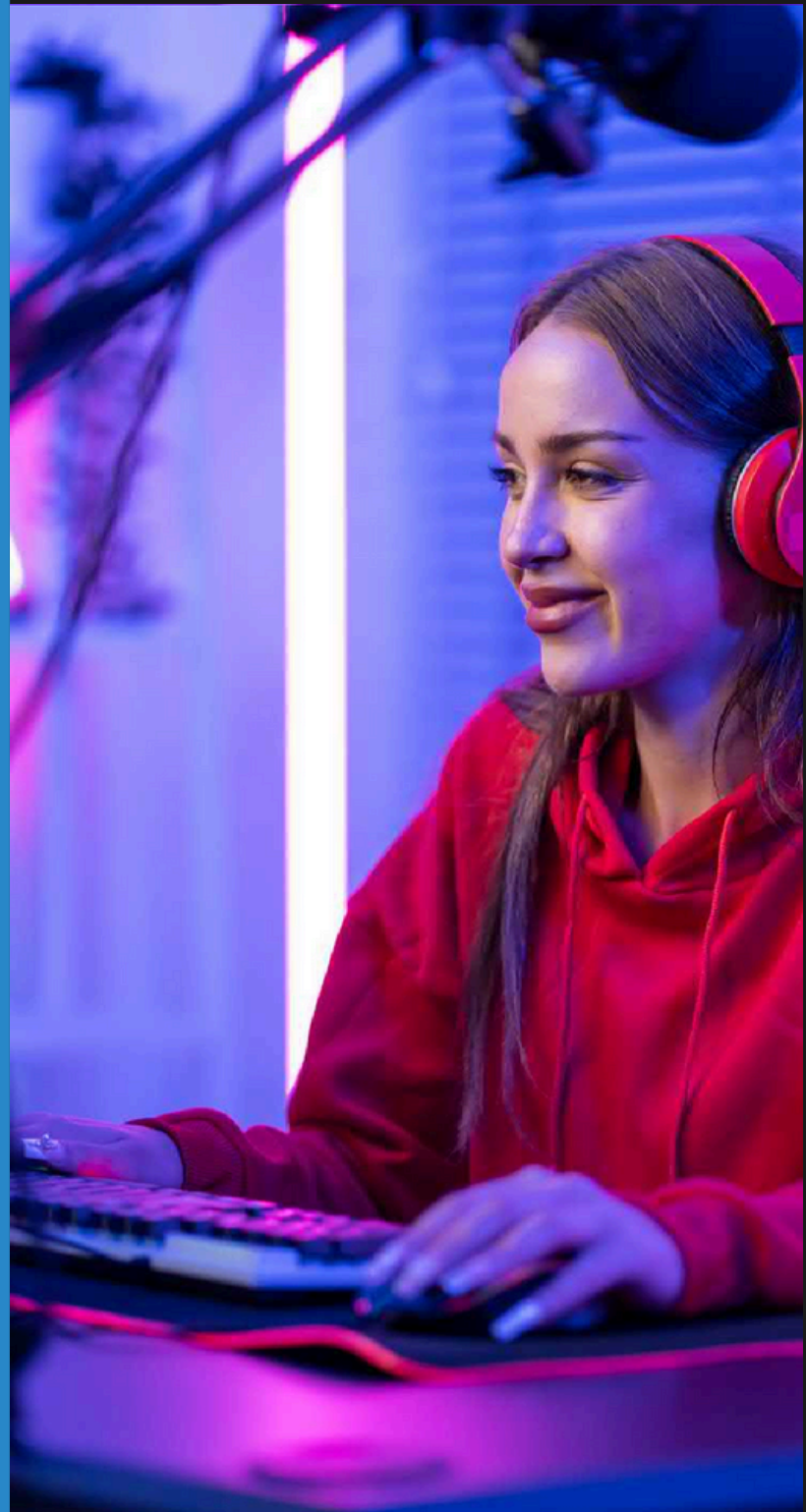
**Special Stream Segment** Dedicate a part of your stream to content suggested by top donors, such as playing a particular game or doing a specific activity.



**Personalised Video Messages** Record and send personalised thank-you video messages to high-level donors.



**Collaborative Streaming** Host a collaborative stream with donors or feature their content for high-level donations.



## Milestone Ideas



### First Donation Goal

Host a special opening or thank-you segment when the first donation goal is reached.



### 50% of Target

Conduct a mini celebration, like a dance or a performance, when 50% of the fundraising target is achieved.



### Special Themed Stream

If a certain amount is raised, do a themed stream (like a costume stream, cooking stream, or nature documentary watch party).



### Community Challenge

Engage in a challenge (like a game marathon or a physical challenge) when reaching a specific milestone.



### Charity Match

Announce that you will match the donations once a certain milestone is reached (up to a set amount).



### Special Giveaway

Conduct a giveaway or contest when a key fundraising milestone is hit.



### Extended Stream

Host an extra-long stream or add special segments as a thank you for reaching major milestones.



### Major Achievement

#### Celebration

Organise a special event or celebration stream for hitting the ultimate fundraising goal, possibly involving community members or special guests.

## About WWF

WWF has a long and proud history as a leading voice for nature for over 60 years.

WWF's mission is to stop the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature.

We work in 100 countries on six continents with the help of over five million supporters, like you. It's a big task and not one we can tackle alone. But together, we can.

Thank you!

It's only because of people like you that this vital work is possible. Thank you for dedicating a stream to us and protecting our planet.



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