

WWF Go Live for Nature

Frequently Asked Questions

Thank you for joining WWF's Wild-Livestreamers **Go Live for Nature** to help secure the future of billions of animals and their habitats. Your support raising funds and awareness means that you are doing your bit to help curb climate change and build a greener future for generations to come.

Below are frequently asked questions to help your stream be a success!

Who can participate?

If you're a streamer, you're welcome to join in! It doesn't matter where in the world you're based, everyone's welcome to stream for the event and join WWF's Wild-Livestreamers community on [Discord](#).

How do I sign up?

WWF uses Tiltify, a fundraising platform for charity streaming, to collect donations.

- 1) Click [here](#) to create your WWF campaign.
- 2) **Sign up** on Tiltify.
- 3) Don't forget to click **Publish** when you're ready to start collecting donations (don't worry, you can edit your campaign later).
- 4) Link your Tiltify campaign to your overlay through Streamlabs, StreamElements, OBS or XSplit.
- 5) Add a panel on your channel for your stream that links to your Tiltify

campaign.

- 6) Add some [fun, creative milestones, donation incentives and rewards!](#)
- 7) Set a date (or several) for your stream/s. The campaign is running between [World Animal on October 4 and World Panda Day October 27.](#)
- 8) Promote your charity stream on social media through Discord and/or X, make sure to tag [@wwf streamers](#) on X posts.
- 9) During your stream, set your bot up to run a *!charity* or *!donate* command. Don't forget to add the commands to the stream title so your viewers know to use them!
- 10) Last but not least, let people know when you're going live, encourage donations throughout your stream and don't forget to thank them for their support.

What can I stream?

You can stream anything you like! Art, games, cooking – whatever it is, it's up to you! However, we are encouraging streamers to stream between World Animal Day (October 4th) and World Panda Day on October 27th at least once. Some ideas to Go Live for Nature include:

- Stream an outdoor activity which shows your love and passion for nature and passion.
- Play animal themed games and possibly try them with crowd control on to incentivize donations.
- Test your knowledge of nature with a quiz or your audiences' knowledge with a Kahoot.
- Make an animal themed cake with your audience suggesting silly ingredient

ideas.

- Try the do not laugh challenge when watching funny animal compilations.
- Paint or draw your favourite animal and auction it off on stream!

Remember that you're streaming for a charity, so stick to Twitch's TOS and remind people why you're streaming for WWF and why protecting our natural world matters to you.

How do I set up all things Tiltify?

Tiltify has a very extensive [playlist](#) of YouTube incentives such as videos covering various topics, including setting up [alerts & overlays](#), and incentives such as [milestones](#), [targets](#) and [polls](#). So, check those videos first, and if you're still struggling, the [Wild-Livestreamers Discord](#) has plenty of people who are more than willing to help you out.

When can I stream?

The campaign runs from **World Animal Day on the 4th of October** to **World Panda Day on the 27th of October**, and we recommend you stream between those dates so you can host and raid the other WWF streamers who are also participating.

If you're unable to stream in that period, no worries! A dollar raised is a dollar more to help save the planet, no matter when you stream. Just tag us on Twitter [@WWF_streamers](#) and the [#GoLiveforNature](#) hashtag so we can retweet and share your stream.

Do I have to stream for all the dates?

Not at all! Our dates are just guidelines for when others will be streaming for the campaign. Some choose to dedicate all their streams during that period to WWF. Others prefer only to do one or two special WWF charity streams. Either way, we're super-glad you've joined us to raise funds and Go Live for Nature this year :)

How can people donate?

Donations by credit card or PayPal can be made directly through your Tiltify fundraising page, which you can set up as soon as you sign up. All money goes straight to WWF so you can start making an impact straight away.

Where does the money go?

Fundraising for nature today will help secure nature's tomorrow. Your support for WWF means that you are playing your part to help curb climate change and build a greener planet for generations to come.

The donations you raise can help slow down the rate of biodiversity loss:



\$50

Could support the restoration of degraded



\$100

Could fund research and monitoring of threatened



\$500

Could create sustainable livelihoods for communities

habitats for endangered
species.

species populations.

to reduce pressure on
wildlife and habitats.

Why does my invoice say the donation goes to 'World Wide Fund for Nature Australia'?

While we use the acronym WWF, the registered global business name is World Wide Fund For Nature. WWF-Australia is the global lead in Livestream Fundraising for WWF. All donations will be processed via Australia and distributed to our WWF offices around the world.

What goal should I set?

Launch your stream with an achievable fundraising goal, create momentum, then aim for more.

Choose a goal that feels achievable but meaningful for you (Remember why you chose to raise funds for WWF, what difference would you like to make?). Our streamers usually raise around \$500 per 1,000 followers. But don't let that be a rule. Some streamers have organised excellent streams with lots of fun challenges and raised more funds than their number of followers!

If you have any questions, please don't hesitate to reach out to us, either on [Discord](#), [Twitter](#) or by email (streamers@wwf.org.au).

Good luck with your charity streams!

