

# Fauna & Flora Livestreamer Toolkit



**Fauna  
& Flora**  
Saving Nature Together

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# Who are Fauna & Flora?

We're the oldest international wildlife conservation organisation you might never have heard of – that's because we've been quietly getting our conservation work done across the globe since 1903.

Our shared purpose is to protect the diversity of life on Earth, for the survival of the planet and its people. We work closely with local conservation partners in well over 40 countries to save nature, together.

We respond quickly to new challenges and opportunities as they arise, and do not shy away from difficult environments and situations when it is clear that we can make a real difference.

# Why stream for Fauna & Flora?

Over the last 120 years, we have literally saved species from extinction and even – with the help of our vice-president, Sir David Attenborough – helped bring mountain gorillas back from the brink.

We're proud to say that 90% of our income goes towards charitable activities, so you can be sure your donations are making a real difference.

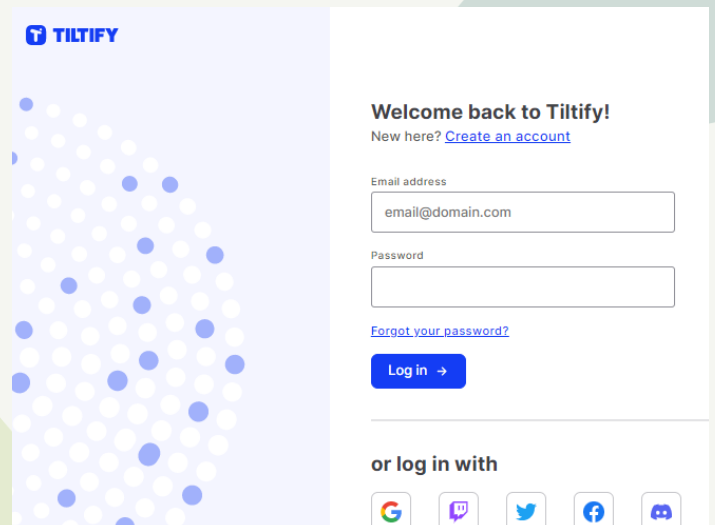
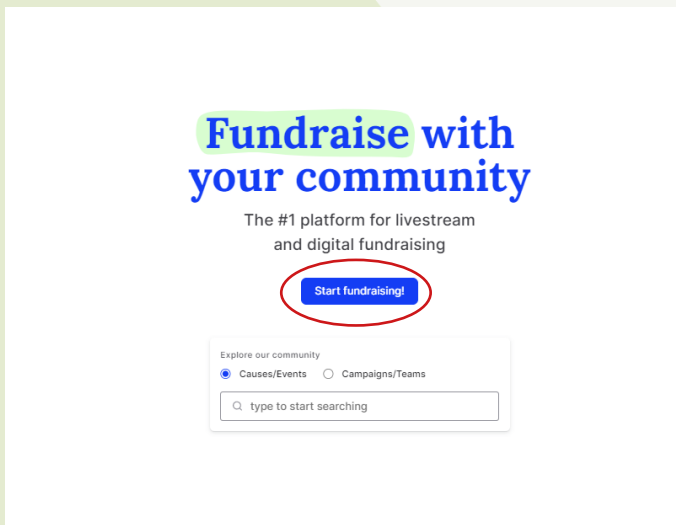
You can read more about our success stories [here](#)

# Setting up your fundraising stream

We use the fundraising platform [Tiltify](https://tiltify.com).

Getting started with Tiltify is really quick and easy – just follow these simple steps!

1. Head over to <https://tiltify.com> and click on Start Fundraising!
2. Create a fundraiser account and fill in your details.



4. Choose a campaign name (you can choose this, be creative!) and write a short description.

**Time to craft your campaign**  
Adding details to your campaign can let people know why you are supporting this cause, inspiring them to support and donate!

Campaign name:

Campaign link:  [edit](#)  
/@Leonteetest/stream-for-pangolins

Campaign description:

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5. Connect your livestream or Twitch channel.

**Add a livestream, video or image**  
Encourage donors by adding a livestream, YouTube video or an image to your campaign.

Livestream

YouTube Video

Image

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6. Choose a campaign goal. £150 per 1000 Twitch followers is usually a good guideline.

**Add your campaign goal**  
Set your initial goal, and then be ready to raise it once your donors help you achieve it!

Campaign goal:

Minimum goal £100.00

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7. Add the finishing touches - a schedule, rewards and milestones. Remember to publish your campaign so everyone can donate!

Fauna and Flora International

[publish](#)

- Add your livestream**  
Embed your livestream directly on your campaign page so it doesn't look empty.
- Add a schedule**  
Let your viewers know what you'll be streaming and when.
- Add some incentives**  
Allow your viewers to donate towards a poll, receive a gift for a certain amount, or put their donation towards a target.
- Add some milestones**  
Milestones give your campaign the opportunity to have incentives along the way to your ultimate campaign goal.
- Publish your campaign**  
When you're ready, you can publish your campaign so you can start receiving donations immediately.

# Spread the word

So, you're ready to start streaming? Great! The next step is to get the word out and start generating interest in your stream!

## **WHEN?**

Start promoting your stream around one month beforehand. Let your friends, family and followers know the date and time of your first stream.

## **WHAT?**

Let your followers know what they can expect from your stream and ask them what they want to see.

## **WHERE?**

Let your followers know where they can find you. Share your Twitch channel with them and your Tiltify fundraising page.

## WHO?

Let people know about the awesome cause you're going to be streaming for (us!). Tell them about the great stuff we do and share our socials so they can find out more.

[Twitter \(@FaunaFloraInt\)](#)

[Facebook \(/faunaflora\)](#)

[Instagram \(@faunafloraint\)](#)

[Tiltify \(Fauna and Flora International\)](#)

## WHY?

Tell people why you've chosen Fauna & Flora as your cause (people love to hear about pangolins) and what your donation goal is.



# Take your stream to the next level

1. Link Twitch to your Tiltify donation page and ensure it's visible
2. Set up your bot to answer questions and remind viewers to !donate
3. Remind people who Fauna & Flora are and why you're raising money for them
4. Thank everyone that donates - show them your appreciation
5. Keep your viewers updated on how much money you've raised

# How Fauna & Flora is helping nature

Fauna & Flora has over 150 projects in more than 40 countries around the world and a legacy of success.

Over the last 120 years, we have literally saved species from extinction and even helped bring mountain gorillas back from the brink.

[CLICK HERE TO READ ABOUT THE SPECIES WE SAVE](#)

# Additional Resources

If there is anything else you need to help with your fundraising stream, please get in touch with us at [supporters@fauna-flora.org](mailto:supporters@fauna-flora.org) and we'll help.

Please let us know if you plan on using any of our branding, such as our logo, so we can provide you with resources and guidance.

**Got any questions? Get in touch at  
[supporters@fauna-flora.org](mailto:supporters@fauna-flora.org)**

**Thank you for your support!**

