

Variety Level Up for Kids Event Guide



Streaming for good to empower kids in need

levelupforkids.org

#VarietyLevelUpForKids

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The team at Variety - the Children's Charity warmly welcome you and your mates to **Variety Level Up for Kids!** By streaming for good, you'll be helping raise awareness and funds for **life-changing equipment and programs** for kids in need.

Established in 1928 by a group of entertainers, Variety - the Children's Charity, supports kids who are facing challenges through sickness, disability or disadvantage. Our important work allows children to gain mobility and freedom, get out and about in the community, communicate, achieve independence, increase self-esteem, and where possible, assist in helping them integrate into mainstream school and activities.

Variety helps kids and families by offering support in the way of grants, programs and scholarships. This includes tech devices to assist in communication and education, assistance dogs to assist with kids living with anxiety or Autism, wheelchairs and standing frames for independence and programs like SHINE so kids can keep up with their mates in the classroom.

Thanks to you for levelling up we can help more kids than ever!

What is Level Up For Kids?

You love gaming - you love streaming - you want to do something awesome for your followers AND change the lives of kids in need.

That's where Variety Level Up for Kids steps in!

You're signed up - woot - now set your challenge (24 hours of gaming anyone?), line up some awesome incentives, shout out to your friends, followers and fam and start your streaming engines! Your supporters can leave you messages as you play and sponsor you to reach your goal (and unlock the craziest incentives you can think of!). You can even earn rewards to show you're part of the Variety crew - a unique charity started by entertainers - providing kids who live are sick disadvantaged or live with disability access to life-changing equipment and programs. So what are you waiting for?

Let's level up!

HOW LEVELLING UP HELPS KIDS



Your support helps us deliver programs and equipment to kids in need. Every dollar helps! Here's some of the things we can deliver with the support of your viewers and followers!

\$36



\$36 will buy a toy for a child living with disadvantage

\$112



\$112 will contribute to a communication device

\$252



\$252 will provide a mobility bike for a child in need

\$529



\$529 will provide a technology device for a child's education

WE HELP SCHOOLS & ORGS

For things like sensory equipment...

Collingwood Toy Library caters to 835 children. Valuing diversity and inclusion, the Toy Library set out to increase their capacity to support their local community and children with additional needs. Evidence-based play therapy is proving to be effective for children with physical and intellectual disabilities.

However, access to therapeutic tools and toys for reinforcing therapy exercises at home can be expensive.

We were delighted to provide a new range of sensory toys. The new equipment on offer has allowed families to borrow these toys and keep children engaged in therapy outside of their sessions.

And equipment to make every day life a little easier...

Variety recently had the pleasure of helping out Nepean School, a government specialist school for students with physical disabilities and complex health conditions. 80% of the students at the School are unable to walk independently and rely on a wheelchair to mobilise. We were able to grant a Smartseat Pro, a specialised seat valued at over \$11,000. This seat will allow students a break from their wheelchairs to relieve pain, reduce pressure sores and can recline when a student is experiencing a seizure. The chair is highly adaptable so it can be adjusted to support the individual needs of each student, whilst allowing them to remain upright and engage and participate at school. One of the Students at Nepean has already put the Smartseat to the test and told us "the seat is really comfortable and supportive. I want to use it when I feel uncomfortable in my chair and need to change position". We hope you all enjoy the new chair!



AND WE HELP INDIVIDUAL KIDS

Meet Sarah and Hannah

Sarah and Hannah are sisters who both live with Autism. One of the challenges often associated with Autism is a difficulty with emotional self-regulation. For a child with Autism, it can be incredibly difficult to stay calm or move out of a state of distress or anxiety when there is unexpected change or things don't go as planned.

This year, following allied health recommendations, Variety funded an iPod Touch for both Sarah and Hannah. The new devices allowed the sisters to make use of the iPod's Therapeutic Listening Quickshifts.

Quickshifts are specific audio tools designed to quickly shift the brain through auditory input using a bi-neutral beat to help prevent reaching a state of distress. A Quickshift runs for around 15 minutes and can also be used to set up a specific task or assist with recovery once anxiety is present.

The sisters use their iPods for modulated music and Quickshifts to help regulate their emotions. With each having access to a device of their own, they can use the iPods as they feel they need to, in order to better manage their emotions independently as they get older.



Level Up for Kids Quick Start Guide

Pick Your Challenge

24 hours with mates? FIFA for thirty days? Fortnite for a fortnight? Spectacular speed runs? You can even host a tournament! It's up to you! Remember to set up lots of incentives and milestones for when you hit fundraising goals, when you receive a donation over a certain amount or if someone donates in the next five minutes, for example. Your incentives are up to your imagination - here's some ideas:

Get a big bowl and write your donors names on pieces of paper - every now and then do a draw and a giveaway.

Set milestones like \$100, \$500 etc and do something fun, silly, awesome when you hit them - e.g. dress up in a costume, eat something hot!



Show heart! Use the heart symbol in your promo pics and stream!

Level Up Your Streaming Game

From overalys to ripper social assets to share, we've got you! Check out your resource pack sent with your sign on email or you can access them directly here <https://bit.ly/LevelUpResources>

Get Hyped

Start promoting your stream for good at least a few weeks in advance.

Promote it on your regular stream

Tell family and friends, share on socials - you can even drop teasers about your incentives

Ask your friends and followers to share on socials and spread the word.

Tag @varietyvic and use the hashtag #VarietyLevelUp

Share how you're making a difference...

Xpac Your Facts

Arm yourself with knowledge so you can share the difference your viewers will be making to the lives of kids in need when they donate. There's a few stories on the previous page plus we've got a fact sheet and video you can share or use as part of your stream in your resource pack!

Did you know...

Gaming can help kids who live with Autism and Anxiety!

In an ABC report, Autism expert and researcher Dr Kathryn Ringland said gaming can help kids with social interaction. "They don't have to worry about things that might be challenging in the physical world such as body language, facial expressions and eye contact," she said. "Those things can be hard to interpret and even painful for autistic people." Those things can be hard to interpret and even painful". Having expertise in a certain game can also increase friendship making both on and offline. AND gaming can help with motor skills and hand eye coordination. In moderation, it's a WIN WIN!

Source: ABC Report
<https://www.abc.net.au/news/2018-08-05/videogames-helping-people-on-the-autism-spectrum/9915492>

Level Up for Kids Awards and Getting Started

LEVEL UP TO EARN AND UNLOCK YOUR AWARD

Raise \$1,000 to LEVEL UP to legendary golden heart Variety pin!

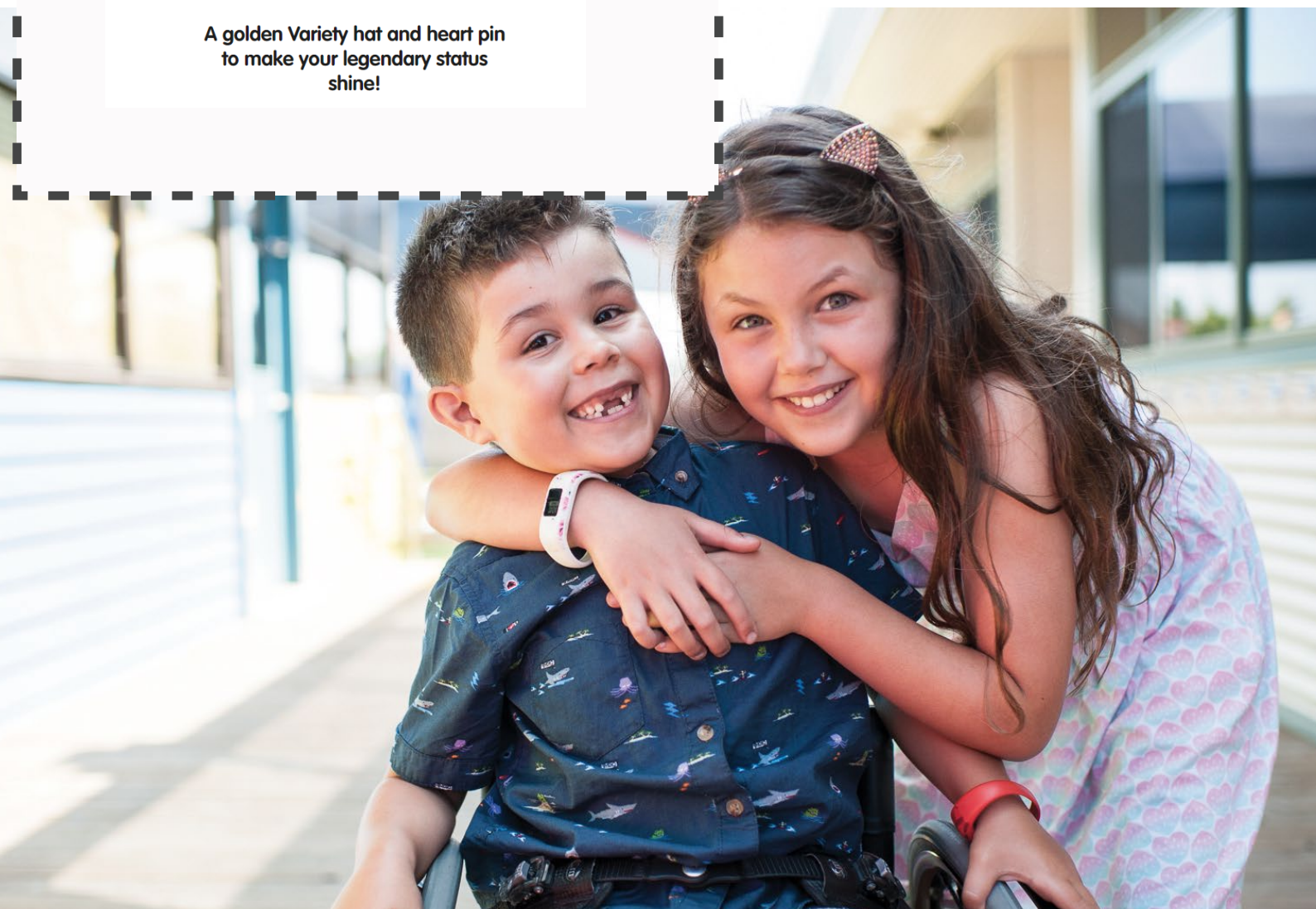
RAISE \$1000



A golden Variety hat and heart pin to make your legendary status shine!

CHOOSE YOUR PLATFORM

Fundraise your way! We're live on Tiltify and Streamlabs. We've created a special how to guide to get started on both platforms available for download at varietylevelupforkids.org in our resource section.



Level Up for Kids

Pro tips

We've checked in with streamers for good across the web. Here's some of their top tips.

Planning your stream

Set a length of time that suits you

24 hours can be a lot on your own, try for a shorter time or hook up with a friend or get a team together to tag out

Ask a moderator to help out

Gaming and chatting at the same time - including sharing links to your fundraising page regularly or letting your followers know about your incentives - can be tricky. Ask a friend to moderate for you!

Test before you stream

Make sure everything is working prior to your big go live date!

Plan your incentives, rewards and milestones

Whether you're colouring your hair or doing a giveaway (there are loads of ideas - check them out below) plan your incentives before your big day.

Pick games that your followers are into

RPG, FPS, fantasy, horror - what are your followers most interested in seeing - put your thinking cap on or ask them, community feedback is awesome.

Reach out to companies

Let your fave devs know your charity streaming their game - you never know they may help promote it or help you out with giveaways!

Shout out loud

Let your friends, fam and followers know what you're doing on socials - build it up to your event day to launch with a bang!

Describe what you are doing and why

When filling out your campaign description make sure you include a summary of why your helping Variety and the difference you and your supporters are making

Set up overlays and alerts

Overlays and alerts will provide dynamic updates to your viewers as they donate. Learn how to set them up in our technical section on our website under FAQ.

When you're streaming

Repeat your message

People might tune in and out so make sure you shout out regularly in stream and in the comments why it's important to donate to support your cause.

Thank and engage your supporters

While donations and comments are coming in, give your supporters a shout out to say thanks. And don't forget to do a follow up social post telling them how awesome they all are!

Keep everyone updated on your incentives and milestones

Remind people if you reach a goal or milestone you'll eat that chilli or giveaway that signed mousepad! This will keep your viewers engaged and encourage donations.

Take breaks

When you sign on to level up, we'll provide you with overlays including BRB screens so you can have a stretch, grab a glass of water or stock up on snacks!

Follow our community guidelines

Keep it friendly and fun and follow our community rules, remembering you're representing a children's charity

Level Up for Kids Fundraising Tips

REACH OUT TO THE CREW

Share your page on social media, email or SMS. We've collected some fun social media pics in your dashboard for you to hype up the difference you are making.

GIVE YOURSELF A PAT ON THE BACK

Show your followers you are committed to the cause by making a personal donation. It's a great way to get your fundraising off to a running start and encourage your friends to join in.

SET YOUR TARGET & GO BIG!

If you set your goal high, supporters are more likely to try to help you meet it. And if you reach your goal - aim higher and increase it!

SHARE AND SHARE AGAIN

Using social media is a great way to let everyone know what you're up to! Tagging those who have already donated is a great way to share your page even further, plus it shows that there are already people rallying behind your cause. And then repeat! Don't be afraid of posting often on social media..

MAKE IT PERSONAL

Add a photo to your online fundraising page and update your story as to why you've chosen to get involved with Variety Level Up For Kids. These two actions show your potential donors how serious you are about fundraising for Variety and why you want to make a difference to kids in need. Update in the lead up with videos, images and incentive and giveaway drops! Fundraisers who tell their story raise up to 74% more than those who don't!

SET TARGETS AND INCENTIVES

Incentives are a great way to engage and encourage supporters to donate to hit certain targets. Be as creative as you want! E.g. If I raise \$2,000, my dog and I will dress up...as each other!

GET VISIBLE

We've provided you with some fun assets to post on Insta and Facebook as well as a Facebook cover page and email signature. So get ready to take over your digital channels! Share your page link everywhere!

DOUBLE UP!

Double up and double up again! After you've made your first donation ask 4 family members to pledge their support by matching or doubling your effort. Drop in an incentive - eg. if all of you double my donation, I'll do an Insta post with the funniest selfie ever!

REMINDERS

Life gets busy and social feeds fill up. Don't be afraid to ask again or reach out to anyone that may have missed you the first time around. More often than not, people have just forgotten, it's not that they don't want to support you, keep reminding them

LET PEOPLE KNOW THE IMPACT THEY'RE MAKING

We've uploaded some video links and kids stories in your fundraising dashboard so you can show your friends and followers the amazing impact they are making through their kindness in supporting your stream

AND DON'T FORGET...

Make sure you give your donors lots of love by thanking them for their generosity and support!

Community Guidelines

As a children's charity we are child safe and also promote child-friendly content only. On sign up, you agree to our terms and conditions and code of conduct which can be downloaded here and you agree to as part of your participation. Broadly:

Bullying and Harassment - we have a zero-tolerance policy to bullying and harassment. Let's keep Level Up for Kids kind and friendly, after all we're here to help kids in need.

Respect Others - As Variety Levellers we respect our fellow participants and followers. This means no hate speech or derogatory, predatory or intimidating behaviour across all our channels when taking part in Variety Level Up for kids including Twitch, Tilify, Funraisin, Discord and socials.

Level Up for Kids Kick Off With \$320 - Here's How

1

Level up yourself!
Make a \$20 donation today!

2

Ask 4 family members to pledge their support
with a donation of \$25 each

3

Recruit 10 friends to match your family's donation
with a donation of \$20 each

Need help?

Contact Georgie or Lauren
anytime
on hello@levelupforkids.com or
DM us on Twitter @VarietyVic

