

Level up for Shelter

Could you game
for **135 minutes?**

Thank you

for signing up to Level up for Shelter. This is a 135-minute gaming challenge to raise money for Shelter. That's 1 minute for each family that becomes homeless every day in Britain.

Shelter helps millions of people every year struggling with bad housing or homelessness through our advice, support and legal services. And we campaign to make sure that, one day, no one will have to turn to us for help. We're here so no one has to fight bad housing or homelessness on their own.

Level up for Shelter



How to get started

If you're planning to use Twitch to stream, we've teamed up with GivePenny to make it more fun and easy for you to stream and raise money all in the same place. Here's how to get ready to launch your very own Level up for Shelter fundraising page:

1

Sign up to GivePenny at www.givepenny.com and Twitch at www.twitch.tv - make a note of your credentials because you'll need them in a moment!

2

Go to "Your Dashboard" on GivePenny.com. Select the purple "Connect to Twitch" button and follow the on-screen prompts to log-in to Twitch. Then just click to allow GivePenny permission to connect to your Twitch profile.

3

Go to www.givepenny.com/event/levelup and click the green "Join this event" button. Follow the prompts and launch your fundraising page, complete with connected Twitch stream and clever chat features.

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How to get started

If YouTube is your streaming home, thanks to GivePenny you can add your live-stream or embed a video (or both!) to your Level up for Shelter fundraising page. Here's how:

1

Sign up to GivePenny at www.givepenny.com and YouTube at www.youtube.com - make a note of your GivePenny credentials and your YouTube Channel ID because you'll need them in a moment!

2

Go to www.givepenny.com/event/levelup and click the green "Join this event" button. Follow the prompts and select the option to create your own YouTube fundraising page.

3

Once you've named your challenge, chosen your URL and selected a date range, you'll then see a preview of your page. This is where you will need to add your YouTube Channel ID in the appropriate block. Hit "Publish" and you're done!

How to Level up your fundraising

Looking for ideas?

GivePenny has lots of fundraising tools that are simple to use and will help inspire your friends, family and viewers to give.

Set Milestones and be sponsored for them

Use GivePenny Milestones to set yourself in-game challenges and collect donations for those you manage to achieve!

Set a date and let your supporters know

Let your friends and family know when to tune in to see you play for at least 135 minutes. Share the link to your GivePenny fundraising page using WhatsApp, Facebook, Twitter and email.

Get your stream ready

Install GivePenny Gaming features through your GivePenny page to personalise your stream with live updates and more!

Promoting your stream on social media

Level up your sharing to raise more



Post the link to your fundraising page or even go Live to spread the word.



Tweet your favourite influencers and ask if they can help to extend your reach.



Shout about your Level up for Shelter challenge on your WhatsApp groups.



People in your LinkedIn network will want to know what you're up to, so share the link!



Be sure to mention your upcoming challenge during your streams!



Post images to Your Story and go Live to let people know what you'll be up to on your stream.

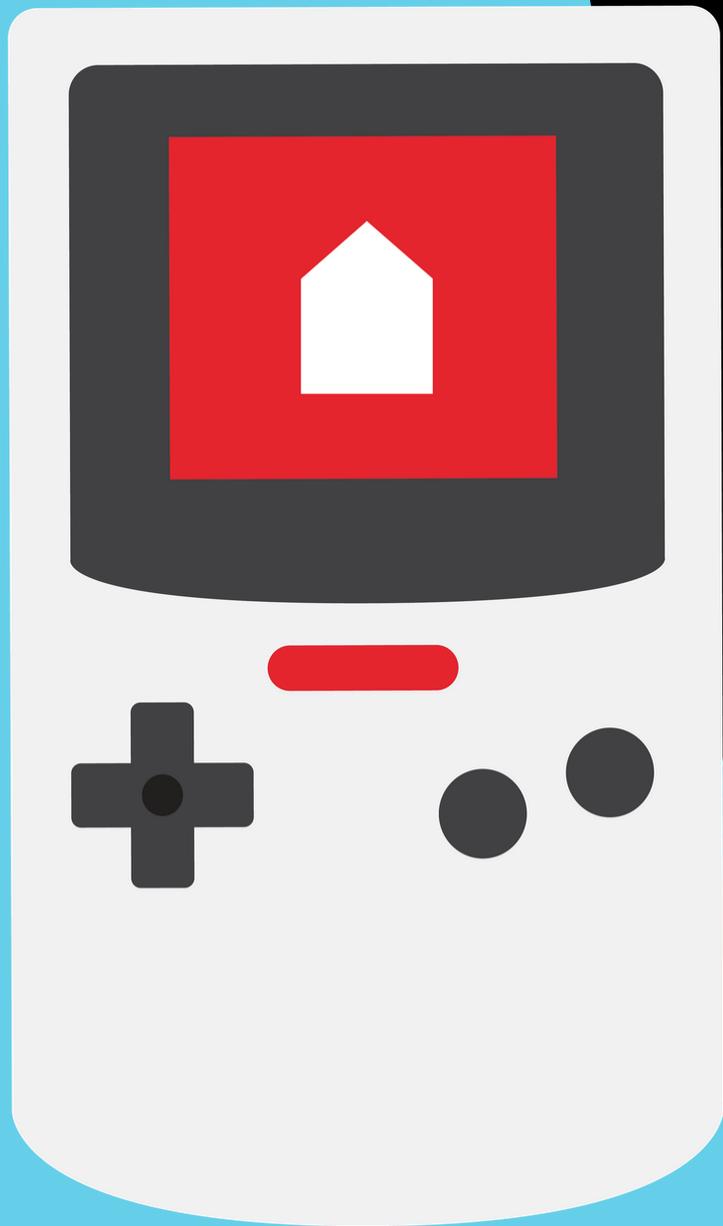


Streaming on Twitch regularly already? Don't forget to let your followers know about Level up!



SnapChat is the place to post a quick video about your upcoming stream!





Good luck!

Good luck with your challenge and thank you for signing up to Level up for Shelter!

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Registered charity in England and Wales (263710) and in Scotland (SC002327).



Shelter