



Guide Dogs streamer pack

**Thanks for choosing to be
a real Guide Dogs MVP!**

Click to join our Discord

Click to join us on Twitch

Click to fundraise on Tiltify

Share **#GameForGuideDogs**
and **#StreamForGuideDogs**

Every day in the UK, a staggering 250 people are told that they're losing their sight.

This life-altering news forces them to confront and adapt to a new reality. Guide Dogs are here for support every step of the way, so they can live their lives with confidence and freedom – but we need your help to do this!

In this guide we've covered our top tips to get you started with your fundraising stream for Guide Dogs.



Here's how to get started:

1 Online

Firstly, check if you have the necessary equipment and software to stream – this includes a reliable internet connection, a camera, microphone, and streaming software such as **OBS** or **Streamlabs**.

Offline

Something missing? Don't worry, as long as you're in reach of a controller, keyboard, smartphone or boardgame you can still fundraise by gaming offline. Just make sure to share lots of photos and videos!

2 Sign up on Tiltify

Next, visit **tiltify.com/guidedogs** to join one of our events if there's one live, or do it your own way by setting up a fundraising page.

3 Plan your stream

Choose a date and time for your fundraising stream, and add the details to your Tiltify fundraising page. It's really important to publish your page or you can't start accepting donations!

Click through to find out how on **info.tiltify.com/support/**

4 Promote

Use your social channels to promote your fundraiser to friends, family and your community. Make sure to let us know the details too on the Guide Dogs Discord server, follow this link to join **discord.com/invite**.

Check out some of our top tips on the next page for planning the ultimate fundraising stream...



It's time to plan your stream!

Make it interesting

Engage your community by setting yourself a livestream challenge – get creative, the possibilities are endless!

You could...

- Complete 5 levels of a game in 5 mins
- Blow up 250 balloons
- Try and complete a 200 second speed run
- Bake a dog shaped cake
- Stream for 24 hours
- Take on challenges set by your community!



Use Tiltify's features to boost your fundraising

- **Set up donation tracking and alerts:** these are customisable audio or visual alerts to let you know when you've received a donation.
- **Use incentives and rewards:** set up different reward levels to motivate your community to donate.
- **Create a team:** co-stream with friends, family or your community.
- **Get interactive:** use Tiltify's overlays to enhance your viewers' experience, or download Guide Dogs overlays by following this link: guidedogs.org.uk/game.
- **Donation match:** team up with someone (this could be a company or a friend) and invite them to match donations up to a certain amount!

To learn more about different features, follow this link to Tiltify's tutorials info.tiltify.com/support/solutions/articles

Remember to always...

- Thank your donors for their donation no matter how big or small.
- Let your donors know how their donations will make a difference
 - why not use the list on the next page to support you with this!

And finally, don't forget to have fun, take breaks and stream safely

- If you'd like some extra support or have any questions, please join our Discord server by following this link [**discord.com/invite**](https://discord.com/invite) and we'll be very happy to help!

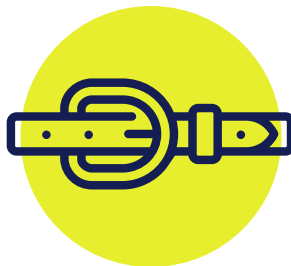


Donations make a difference



£6

could support a working guide dog partnership for a day.



£8

could buy a collar for a working guide dog.



£16

could buy a 'puppy in training' jacket for one of our puppies.



£18

could buy a grooming kit for a new buddy dog partnership.



£25

could pay for a child to attend a Guide Dog Experience Day, where they can learn all about our guide dogs.



£50

could cover a guide dog's visit to the vet.



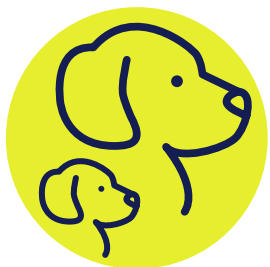
£138

could buy a starter kit for a guide dog partnership, containing everything they need to start their new life together.



£296

could buy a Fine Motor Skills Bundle for a child with visual impairment, providing a package of toys carefully selected by our experts.



£865

could buy a birthing kit, containing all the essential equipment for a guide dog mum to safely deliver her puppies.



£1240

Could buy a young person a laptop kit, complete with assistive technology such as Supernova magnifier and speech.

Key facts



1 in 5 people will live with substantial sight loss in their lifetime.



Every six minutes in the UK, one more person loses their sight.



Every day around **four children in the UK** are registered blind or partially sighted.

- **You don't need to have lost all your sight or be registered as blind or partially sighted** to be partnered with a guide dog!
- **We generally have two main breeds, Labradors and Golden Retrievers**, which we cross to gain the best characteristics of each breed. These make up almost 80% of our dogs. We also have German Shepherds, Curly Coat Retrievers and Labradoodles.
- **Our dogs who decide that being a guide dog isn't quite for them**, can go onto becoming a buddy dog. Our buddy dogs act as a canine friend for a child with sight loss, helping to build their confidence and trust in their surroundings.
- **There's no upper or minimum age for our guide dog partnerships.** In 2020 our youngest guide dog owner was 14 and our oldest was 97.

Video links

Check out these videos which can be used on stream when you need a break or as an intro to the life-changing services we offer:



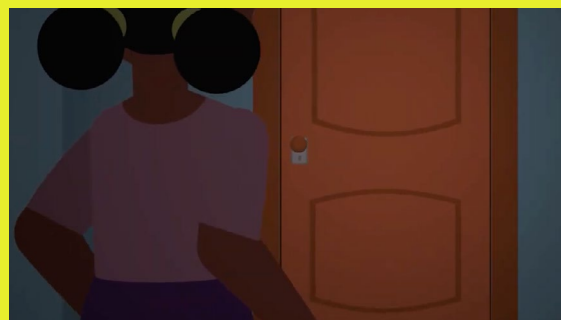
**We are
Guide Dogs**



**A day in the
life of Forest**



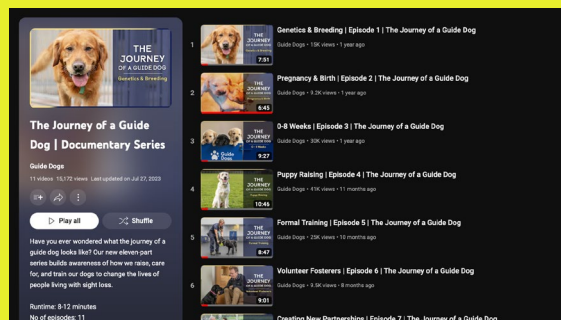
**Life Changing
Partnership Award**



**Tech for All
animation**



**Living with Diabetic
Retinopathy**



**Journey of
a guide dog**

Accessibility top tips

Adding images

Always include Alt text for your images so people with sight loss can enjoy your content too!

Alt text is a written description of what an image shows. It's important to include it so that people with sight loss have an understanding of what is being displayed on your page.



Example of Alt text:

Image of a person sat in front of their gaming computers, whilst happily stroking a Golden Retriever. The room is lit in bright blue and pink neon lighting.

Adding videos

If you post a video, always add a visual description so people living with a vision impairment can understand what's being shown.



Example of a visual description:

In this video, Matthew Bottomley, Head of Breeding Operations, and Tom Lewis, Head of Canine Genetics, discuss the very first step of the journey of a guide dog: canine genetics and breeding.

Find out more about our life changing guide dogs and how you can support by visiting our website at: guidedogs.org.uk



Thank you for being a Guide Dogs MVP!

1 in 5 of us will experience significant sight loss at some point in our lives. This is why your support is so important. We couldn't do what we do without amazing people like you – thank you so much!



Registered with
**FUNDRAISING
REGULATOR**

The Guide Dogs for the Blind Association is a registered charity in England and Wales (209617), Scotland (SC038979) and Isle of Man (1334). C502 02/24