



X



STREAMING TOOL KIT

grandappeal.org.uk/jinglejam

DONATE. STREAM. HELP BUILD A BETTER FUTURE FOR SICK KIDS.

Thank you for supporting Wallace & Gromit's Grand Appeal for Jingle Jam 2023.



What is Jingle Jam?

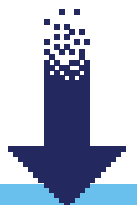
Jingle Jam is the world's biggest charity gaming event and the brainchild of Bristol-based gaming legends, The Yogscast.

From **from 5pm Friday 1 December to Thursday 14 December**, the Jingle Jam team stream day and night while raising money for a fantastic bunch of incredible charities, including Wallace & Gromit's Grand Appeal.

If you're interested in PC gaming or know someone who is, you will love the Jingle Jam Games Collection. Released on Friday 1 December, you can receive a brilliant collection of games at a mere fraction of the price for a donation to charity.

Every donation and every stream for Wallace & Gromit's Grand Appeal will help sick children and their families at Bristol Children's Hospital.

Introducing Jingle Jam Building... With on-site specialist therapy for young patients and accommodation for their families, Jingle Jam Building will help sick children get one step closer to home. Please keep reading to discover how you can help us make it a reality.



Why is Jingle Jam Building so important?

Wallace & Gromit's Grand Appeal is the dedicated charity for Bristol Children's Hospital. We fund everything from specialist staff to state-of-the-art equipment and a programme of music, arts and play therapies.

We're here to make life better for the 100,000 children treated at Bristol Children's Hospital every year.

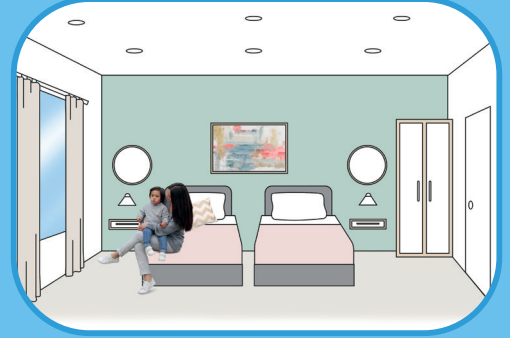
That's where Jingle Jam Building comes in...

With your help, we're building a unique facility that will provide specialist therapy for young patients and family accommodation under one roof – the first of its kind in the UK!

Imagine arriving in Bristol, an unfamiliar city, while your child needs life-saving or life-changing treatment. With Bristol Children's Hospital serving the whole of the South West and South Wales, this is the reality for many families that pass through its doors.

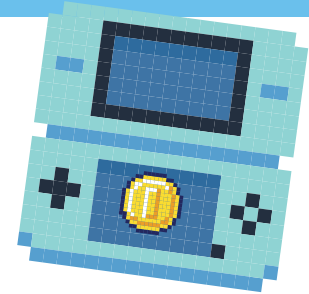
Some stay for days, but many stay for weeks or even months while their child receives specialist care. Jingle Jam Building will mean these parents can be together with their child during the last steps of their recovery.

But we need your help!



Join our streaming squad

If you're a streamer or a creator, host your own live stream and fundraise. It could be about anything! We're sure you have lots of brilliant ideas but here are a few of ours:



- + Play your favourite PC games.
- + Game on your PlayStation, Xbox, Switch or another console.
- + Arts and crafts for kids to join in with at home.
- + Have a night in and learn a dance routine.
- + Play a live session if you're into music.
- + Run a virtual quiz.
- + Host a cook-a-long of your favourite dish.
- + Lead a workout session.
- + Have a hobby or skill you want to share with the world? Stream it!
- + Just chat! Think 'day in the life of', a hobby or speaking about a new game or film. Just chatting is a great way to get to know your viewers.
- + Play games from the Jingle Jam games collection – you could even team up with other collection buyers.

Join our streaming squad and register now or email

hello@grandappeal.org.uk

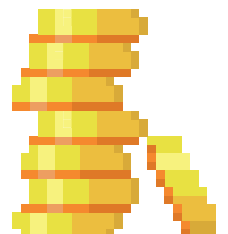
We can help support your stream with overlays, digital assets, and videos about Wallace & Gromit's Grand Appeal to share with your audience, along with a Grand Appeal t-shirt to wear while you stream.

As a thank you from us, you will receive rewards for every milestone you hit:

Raise £35 and receive a Wallace & Gromit pin badge.

Raise £150 and receive a limited-edition Jingle Jam x Grand Appeal t-shirt.

Raise £1,000 and receive a Gromit figurine.





Setting up your stream

twitch

f

You
Tube

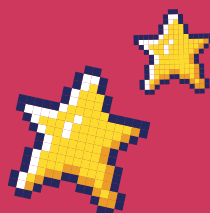
- 1 Choose the platform you want to stream on. We recommend using Twitch, but you can also use YouTube or Facebook. [Read Tiltify's handy guide on how to use Twitch.](#)
- 2 Set up your fundraising page via Tiltify. From Wednesday 1 November at 5pm you will be able to set up your page, using this [unique link](#). On 1 December at 5pm you will need to publish your page. [Use Tiltify's handy guide to help you get started.](#)
- 3 If you want to get creative, use a streaming platform such as Streamlabs, OBS, or Golightstream. This will enable you to create pop-up messages, change colours, design your own overlays, and make fun GIFS connected with donations amounts.
- 4 Check out our [Streaming Toolkit](#) for overlays, videos, and graphics to help with your stream. For more information about using overlays with Tiltify, [check out their guide.](#)
- 5 Once you've set up your stream and Tiltify page, you are ready to start fundraising! Promote your stream and let everyone know what you are doing, where, and when! Share on your social media channels and join the new Jingle Jam community discord server.
- 6 Engage your audience through Tiltify. You can offer them donation perks and incentives to help boost your fundraising and make your stream fun.

Ideas for donation perks include:

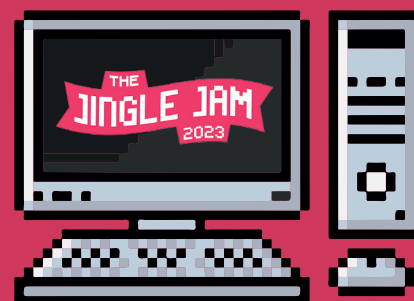
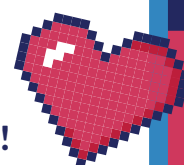
- + the donor gets a shout-out if they donate £10
- + the donor gets the Jingle Jam collection for a donation of £35
- + the donor chooses the next game or song if they donate £50

You can also add incentives for when you reach a certain percentage of your goal. Ideas for incentives include:

- + eat a spoon of mustard
- + sing the Wallace & Gromit theme tune
- + do 20 stars jumps
- + change into fancy dress
- + head shave for reaching your target



One last thing...
remember to tag
[@TheGrandAppeal](#)
and [@JingleJam](#) too!



Share our films with your audience to show donors the difference their money will make.

You can do this when you need a streaming break or want to talk about Wallace & Gromit's Grand Appeal.

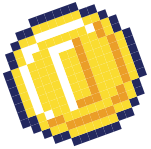
The Grand Appeal®. Registered charity 1043603. ©&™ Aardman Animations Ltd 2023. All rights reserved.



Sample messaging

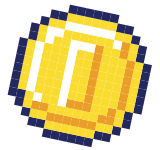
These are just example posts to inspire your content – please feel free to edit the wording to suit your style, fill in the gaps with the relevant information and be as creative as you like.

I'm a part of #JingleJam 2023! Catch my fundraising livestream for Wallace & Gromit's Grand Appeal on XX/XX over at [link to stream].



There are just X days until my fundraising livestream for Wallace & Gromit's Grand Appeal. Watch me live at X. Don't forget to donate £35 and receive a massive collection of games as a reward. #JingleJam here we come.

Tune into my live stream NOW! [Link to stream]. That's right, I'm streaming to raise money for Wallace & Gromit's Grand Appeal, who do amazing things for sick children at Bristol Children's Hospital. Donate now: [donate link]. #JingleJam



Huge thanks to everyone that joined my livestream. You guys are amazing! Your donations will make such a difference to children and families at Bristol Children's Hospital. #JingleJam



Video content

Want to know more about the people you're helping? Watch and stream our [nine videos](#) to learn more about Jingle Jam Building and show people the difference they can make to Bristol Children's Hospital.



Fundraising and streaming tips



- ✦ Stay hydrated – put the kettle on, lad! Have water and snacks on hand to keep yourself fuelled up.
- ✦ Take regular breaks, move around, and have a stretch.
- ✦ If you're feeling ill, postpone to another day – your followers will understand.
- ✦ Set yourself goals, challenges, and targets! Having regular objectives to reach or forfeits at milestones is a fun way to keep your followers engaged.
- ✦ Remind your viewers how they can donate, throughout your stream. Every penny will count and help us build Jingle Jam Building. So, no matter your final total, we are super proud and grateful – thank you!
- ✦ Use our videos to help with your stream. This will show donors how their donations will help to build Jingle Jam Building!
- ✦ Please keep your stream positive. Don't use racist, sexist or discriminatory language during your stream.

All that's left to say is **THANK YOU** for being part of our fundraising family. Your support will make a life-changing difference to many young patients at Bristol Children's Hospital.