

Be a hero. Play games, heal kids.

FUNDRAISING TOOLKIT

Extra Life: How to Participate



ABOUT EXTRA LIFE

Extra Life, founded in 2008 to honor Victoria Enmon, a teenage game lover who lost her life to acute lymphoblastic leukemia, is one of the premier fundraising programs for Children's Miracle Network Hospitals®. Extra Life is a grassroots experience that mobilizes passionate gamers of all types to help Children's Miracle Network Hospitals treat sick and injured kids in their communities.

Extra Lifers raise money year round, culminating in a massive international day of play each fall and ultimately celebrating one grand total together. This year's international day of play will be held on Saturday, November 7, 2020. Extra Lifers typically participate from the comfort of their own home and have raised more than \$70 million dollars since the program was founded by gamers in 2008.

Getting involved is as easy as signing up online at extra-life.org and choosing a day to game. Ask your friends and family to donate and pledge to play games in support of your local Children's Miracle Network Hospital, Duke Children's. Now, more than ever, children's hospitals need your support.

We hope that the following pages of this Virtual Extra Life Toolkit will help you to create and implement a successful digital fundraiser for Duke Children's. Every contribution helps build a lasting foundation that enables us to achieve our mission of providing world-class clinical care to patients, achieving important breakthroughs in pediatric research, and educating the next generation of pediatric providers.

GETTING STARTED

- Pledge to play games from your home to help sick and injured kids in your community.
- [Visit the Extra Life website to sign up.](#)
- Choose your own game day or participate in Extra Life National Game Day on November 7.
- Ask your family and friends to donate to your fundraising page and recruit others to join your team.
- Raise funds, have fun, and help heal kids at your local Children's Miracle Network Hospital, Duke Children's!



How to set a fundraising goal:

- Set a specific dollar goal that is ambitious and attainable.
- Plan how you will achieve this fundraising goal.
- Set a timeline for your fundraising goal and remember to allow a reasonable amount of time to achieve success.
- Communicate to participants that the need for donations is just as urgent as ever.

PERSONALIZE YOUR PAGE

1. **Say Cheese** - Start with a picture of you! Think of this as your greeting and first impression. Having a nice picture at the top of your page is more inviting to your friends and family.

2. **Think About Your Goal** - By default, Extra Life fundraising goals are set at \$100, but you can decide on your own. A good goal is going to help shape your entire Extra Life campaign. The more your goal means to you, the more it will matter to your donors.

3. **Your Story** - After you have added your picture and personal goal to your fundraising page, it's time to explain why you're raising funds for your local CMN Hospital, Duke Children's, through Extra Life. Our best advice to you is to keep it simple. [Check out our President of the Raleigh-Durham Guild's page for inspiration!](#)

Have a personal story or connection to Duke Children's? Share it with your donors. Feel free to delete all of the default text and make this about your Extra Life. Explain who you are, what you're doing to raise money and that all of the dollars you raise will stay local in your community. Lastly, don't forget to tell your donors how much you'd appreciate their help reaching your goal.

4. **Level Up** - Let's level up your fundraising efforts by connecting your Extra Life page to your streaming platform! We love that you can seamlessly connect your Extra Life fundraising page to your Twitch, Mixer or YouTube!

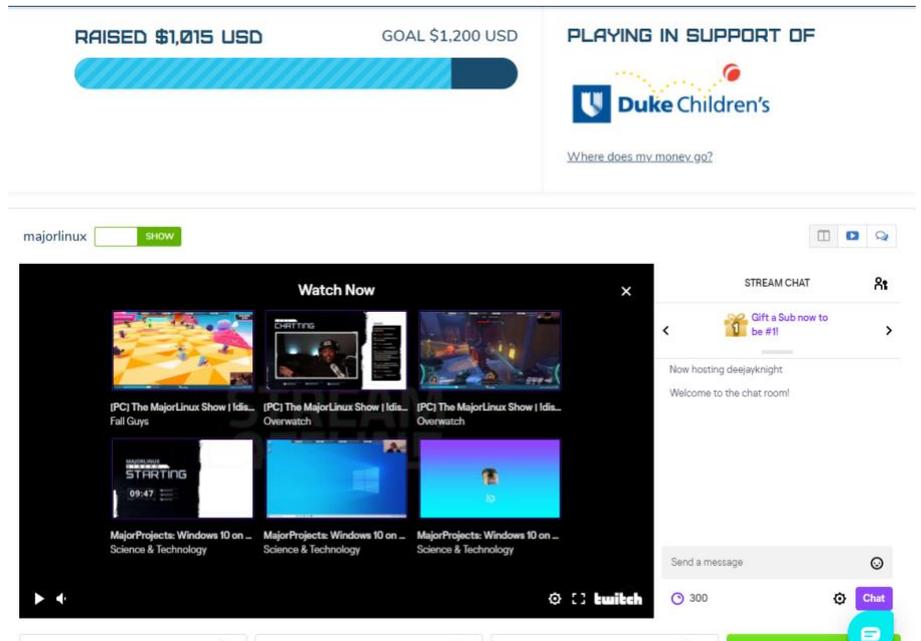
Path: www.extra-life.org > Login > Your Page > Add Stream > Chose your platform > Add Stream

TECHNOLOGY

In addition to creating online fundraising pages, **live streaming** your event is a great way to reach a wider audience, increase attendee engagement, and enhance your social media presence. Commonly used social live stream platforms include:

- Facebook Live
- Vimeo Livestream
- Instagram Live
- YouTube Livestream

[Check out these Extra Life themed overlays!](#)



Videos are powerful fundraising tools. They connect people emotionally to your cause and can be shared across many platforms. Videos allow you the opportunity to share your story and a direct ask for support.

If you have time, consider updating your video regularly as you get closer to your Game Day. Track your progress and share your excitement about the people who donated to your campaign.

That's it - you've done it! If you followed the steps above, you've set yourself up for a successful Extra Life fundraiser. Now it's time to **get the word out and share your fundraising page on social media.**

GET THE WORD OUT



ADDITIONAL RESOURCES

Join the Extra Life community and connect with other gamers passionate about playing for the kids!

Check out Extra Life's social media platforms and blog for exciting new updates and information –

- <https://www.facebook.com/ExtraLife4Kids>
- <https://twitter.com/ExtraLife4Kids>
- <https://www.youtube.com/c/ExtraLife4Kids>
- <https://www.instagram.com/extralife4kids/>
- <https://www.twitch.tv/extralife4kids>
- <https://discord.com/invite/extralife4kids>
- <https://extralife.childrensmiraclenetworkhospitals.org/>

Reach out if you need help or have questions getting started!

Contact:

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Create Your Fundraising Page:

www.extra-life.org

Important Duke Children's Links:

<https://giving.dukechildrens.org/>

<https://giving.dukechildrens.org/get-involved>

Duke Children's Social Media:

<https://www.facebook.com/DukeChildrens/>

https://twitter.com/Duke_Childrens