

Do your home thing

LIVESTREAM YOUR FUNDRAISING EVENT

**BREAST
CANCER
NOW** The research
& care charity



Thinking about doing a head shave to fundraise for Breast Cancer Now? Or perhaps doing a sponsored gym class, or cook along?

Livestreaming your fundraising event can really help to boost fundraising, and you can now livestream your event on JustGiving, making it easy for people to donate as they watch!

Here's how to live stream your fundraising event on JustGiving...

1 Getting started

You'll need to set up a JustGiving page for your fundraising event. On the page, set yourself a fundraising target and tell people what you're doing and why you're fundraising for Breast Cancer Now – the more you tell people about why you're fundraising, the more people are likely to give.

2 Share your fundraising page

Make the most of social media sites like Facebook to spread the word. Make sure you tell people the date and time you are going to live stream your fundraising event, and remind people to watch near the time.

3

Set up your live stream video on YouTube

Make sure to do this in advance (you'll connect your YouTube live stream to JustGiving later). You can find instructions on how to set up a live stream on YouTube [here](#).

4

On the day

Log in to your fundraising page and click the "change cover" button on your image, and then change image. Under the add Livestream/video section, select YouTube and paste the video ID. Click save and check your page to make sure it's working!

5

You're ready to live stream your fundraising event

Live streaming is not only a great opportunity to share your event, but a great opportunity for you to tell your audience about why you're passionate about fundraising for Breast Cancer Now. Take the opportunity to tell your audience more about the charity, and your personal reasons for fundraising. Don't be afraid to ask people to donate as you live stream, that will help to boost your fundraising!

6

Tell us about your fundraising event!

We can't wait to hear how it goes. When you've completed your fundraising, we'll send you a personal Team Now thank you!



I was initially apprehensive about streaming my event, but it was really straightforward and so easy. We ended up with a much higher attendance from all around the country and raised more money than we ever thought possible. We're streaming every one of our fundraisers now

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If you'd like some more information about the charity to share at your event, or have any questions, speak to a member of the team! You can email us at community@breastcancer.org or phone on **020 7025 2402**.