



GAME OVER

FOR BRAIN TUMOURS

POWER UP YOUR
FUNDRAISING

Your guide to gaming for a cure



THANKS FOR JOINING OUR MISSION

We're thrilled you're thinking of taking on a gaming challenge to raise money for us. With you on our team, we know we can be the generation to defeat brain tumours - for good.

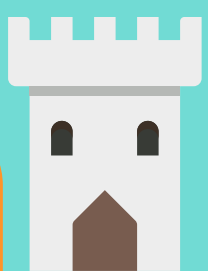
This guide has everything you need to get started, max out your donations and smash your challenge successfully. You can join the fun on any date and in any way you choose - online or offline, solo or in a group.

And we've got your back with some handy fundraising tips and resources, including shareable graphics for social media (use **#gamingforacure** and tag us **@BrainTumourOrg**) and branded frames for your stream.

Got questions? Check out our [FAQs](#) or contact the team on **01252 749043** or events@thebraintumourcharity.org.

“It's really easy and simple to set up. I managed to raise £600 by doing something I enjoy. To anyone who's stuck for an idea to raise money for charity, this is definitely one of the best ways to get yourself started!

- Gareth, who fundraised for us, in memory of his partner's sister.






CHOOSE YOUR CHALLENGE

There are lots of ways to raise money through gaming. Here are just a few ideas...




TAKE ON YOUR MATES IN A TOURNAMENT

Seek sponsorship, ask for donations to enter, or even charge players or viewers to pick characters, maps and more.



MAKE IT A MARATHON SESSION

Challenge yourself to go further, faster to beat brain tumours. Raise funds while playing non-stop for a cure!





STREAM YOUR SKILLS

Live stream your gaming session or tackle tricky levels and speedruns. You could even charge your viewers to pick your next challenge...

DITCH THE CONSOLE

Monopoly marathon, anyone? Rally your household or fire up Zoom and have a sponsored board game bonanza – in person or virtually!



HOW TO TAKE PART



It couldn't be simpler to set up your own challenge.



1

Let us know about your challenge by filling out [our form](#).

2

Set up a fundraising page on [JustGiving](#) or [Tiltify](#) (see below).

3

Get a date in the diary for your challenge.

4

Share far and wide – ask for sponsorship or fundraise on the day.

5

Power up your event and use [our tips](#) to raise funds.



WAYS TO STREAM

A [JustGiving](#) page is an easy way to gather donations, and if you're live streaming you can link it to your Twitch event – [here's a handy guide](#).

[Tiltify](#) is a platform designed for fundraising through streaming. You can raise funds through the platform itself and involve your viewers with polls, rewards and incentives!

THE DIFFERENCE YOU CAN MAKE

Your skills can help us unlock new and better treatments and improve quality of life for people affected by brain tumours.



£1,250

could pay to help analyse which genes are active in a person's brain tumour, through methylation analysis.



£500

could cover the cost of giving 20 children and their families the support and information they need after a diagnosis.

£1,000

could enable a researcher to analyse tumour samples of people participating in a clinical trial.

£50

could go towards specialist equipment to help a researcher test potential brain tumour treatments in the lab.

£100

could ensure 100 families are made aware of the symptoms of a brain tumour in children and teens.

£250

could cover a day of vital research for one of our leading researchers, to provide more targeted treatments.



MAX OUT YOUR FUNDRAISING



Check out our top tips to help you boost your donations.

POWER UP YOUR PAGE

Take a moment to upload a photo and share your story on your fundraising page – a proven way to increase donations.

GO FOR A GOAL

Did you know that pages with a target raise 46% more? So go on – aim high!

HAVE A SUPREME STREAM

If you're streaming your challenge, take advantage of our branded graphics.

GET CONNECTED

Using JustGiving? If you're streaming your event, [link your JustGiving page](#) to your Twitch account – an easy win!

HIT UP YOUR MATES

Tell everyone what you're doing! Use our [shareable graphics](#) on social media and spread the word on Discord, WhatsApp and more.

DROP IN A DONATION

Kick things off by donating to your own page – this can lead to more donations overall.

GET SILLY

Why not challenge yourself with fun forfeits for each milestone you reach? Or get others to choose them for you!

POWER UP ON THE DAY

A gaming marathon's no joke. So if you're going in for the long haul, these tips will help you smash your challenge safely.



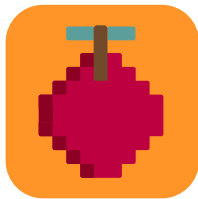
GET SOME SHUT-EYE

Planning to pull an all-nighter? Ensure you turn in early the night before.



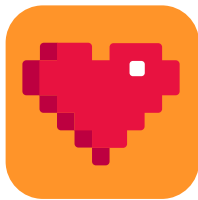
KEEP WATER HANDY

You may need that caffeine hit, but it's important to drink enough water too.



SNACK SMARTLY

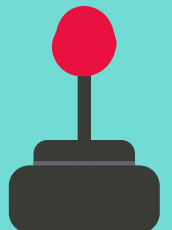
Ditch the sugar and go for veg, wholegrains and protein to sustain you.



TAKE TIME OUT

It's vital to have a break every now and then – rest your eyes, move your body and come back revived! Or why not break your marathon into multiple sessions?

1 UP



**IT'S TIME TO TAKE
BRAIN TUMOURS DOWN**

GOOD LUCK!



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