

Scottish SPCA Gaming/Streaming Toolkit

Empowering Streamers to Make a Difference

Welcome to the Scottish SPCA Gaming/Streaming Toolkit! As gamers and streamers, you have the unique ability to reach and inspire a wide audience. This toolkit is designed to guide you in harnessing your streaming activities to support Scotland's only all animal rescue organisation. Together, we can make a significant impact on the lives of animals in Scotland.

The Scottish SPCA is dedicated to the welfare of all animals in Scotland. We are the nation's leading animal rescue organisation, working tirelessly every day to rescue, rehabilitate, and advocate for animals. We ensure their well-being through rigorous enforcement of animal welfare laws and a deep commitment to the animals at the heart of our mission.

Why Your Support is Crucial:

- **Year-Round Action:** Our teams are active every day of the year, providing essential care and protection for animals in need.
- **Impactful Outreach:** We handle over 200,000 calls annually, each one a chance to save a life and alleviate suffering.
- **Legal Authority:** We are uniquely empowered to enforce animal welfare laws, which sets us apart in our efforts to protect animals.
- **Dependent on Donations:** We operate without government funding. Our vital work relies entirely on the generosity of our supporters.

Join us in our mission to make Scotland the best place in the world for animals. Your streams can raise vital funds and awareness, directly contributing to our cause.



How You Can Make a Difference

Your passion for gaming and streaming can extend beyond entertainment - it can be a powerful tool for change. By aligning your streaming activities with the Scottish SPCA's goals, you can help us rescue, rehabilitate, and protect countless animals. Here's how you can turn your streams into impactful charity events.

Engage Through Custom Overlays and Themes:

- **Custom Overlays:** Enhance the visual appeal of your streams with our specially designed overlays. These overlays not only improve the aesthetics of your stream but also subtly promote the cause of animal welfare.
- **Interactive Themes:** Incorporate themes like animal rescue missions or wildlife trivia into your gaming sessions. This can educate your audience about animal welfare while keeping them engaged in a fun and interactive way.

Organise Community-Focused Events:

- **Collective Action:** Band together with fellow gamers and streamers to host a month-long charity streaming event. Set a collective fundraising goal and work as a team to achieve it, increasing the impact of your efforts.
- **Event Ideas:** Organise tournaments, marathon streams, or special guest appearances that can draw larger audiences and increase donation opportunities.

Maximise Impact with Interactive Content:

- **Interactive Features:** Utilise features like polls, challenges, and in-game decisions driven by viewer donations to keep your audience actively participating throughout the stream.
- **Engagement Tools:** Use tools like chat commands to share information about the SSPCA, donation links, and real-time updates on fundraising progress, making it easy for viewers to contribute.

Start planning your charity stream today! Utilise the resources provided in this toolkit to create an engaging, impactful event that will capture the hearts of your audience and support the crucial work of the SSPCA.



Your Contributions at Work

Every pound you raise through gaming and streaming has a direct, measurable impact on the lives of animals across Scotland. Here's a detailed look at how your efforts translate into lifesaving actions by the Scottish SPCA.

Detailed Impact of Donations:

- **£5 - Food and Care for Injured Wildlife:**
A donation of £5 ensures a day of food and care for an injured bird of prey at our wildlife centre. This support helps these vulnerable birds recover in a safe environment until they are ready to be released back into the wild.
- **£15 - Health Treatments for Pets:**
With £15, you can fund essential vaccinations, as well as flea and worm treatments, for an unwanted dog or cat. This crucial care prepares them for adoption into their forever homes, giving them a second chance at life.
- **£20 - Support a Horse for a Day:**
A contribution of £20 covers a day's worth of food and care for a horse in one of our rescue centres. This ensures they receive the necessary nutrition and medical attention during their rehabilitation.

Understanding Our Operational Costs:

- **Daily and Annual Expenses:** It costs the Scottish SPCA £63,000 per day to operate, which includes all rescue, rehabilitation, and educational efforts. Annually, we require £22.9 million to maintain and expand our services across Scotland.
- **Why Every Donation Counts:** These figures highlight the scale of our operations and the constant need for funds. Every stream, every donation, adds up and plays a part in maintaining our ability to care for animals in need.

Our team are ready to help!
For stories and updates on how your donations help, get in touch.



Setting Up Your Charity Stream

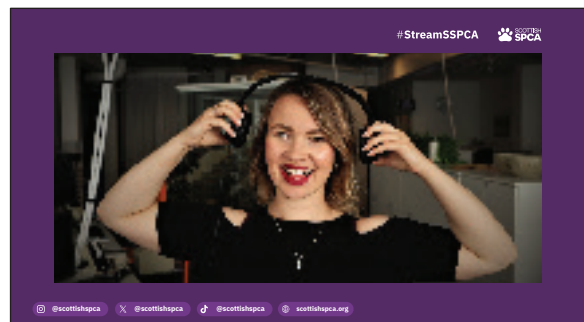
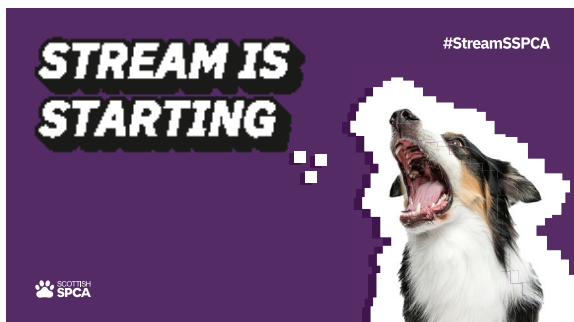
Hosting a charity live stream is a fantastic way to engage with your community while supporting a noble cause. Here's how you can set up and execute a successful charity streaming event for the Scottish SPCA.

Choosing the Right Platform:

- **Tiltify:** Ideal for streamers who want to engage their viewers with interactive features such as polls, challenges, and donation incentives. Tiltify also allows real-time tracking of donation goals and milestones.
- **JustGiving:** Perfect for streamers looking for a straightforward setup with robust fundraising capabilities. JustGiving offers easy management of donations and integrates seamlessly with various streaming platforms.

Download Custom Twitch Overlays:

Enhance the visual appeal and professional look of your stream with our custom Twitch overlays, designed to keep your audience engaged while clearly promoting the SSPCA's cause. These overlays can be easily accessed and downloaded from our website, ready for immediate use in your streams.



Stream Theme Ideas:

Animal Rescue Missions: Theme your stream around animal rescue stories, showcasing specific cases or general information about the types of rescues the SSPCA handles.

Wildlife Trivia: Host interactive trivia sessions about Scottish wildlife, engaging viewers with fun facts and important conservation messages.

Pet of the Stream: Feature stories or photos of pets that have been successfully rehomed by the SSPCA, encouraging viewers to share stories of their pets as well.

Need tips on setting up your charity stream?
We're here to help! Visit our website for tools and advice.

Streaming Success Tips

Achieving success in your charity streams requires more than just going live. Use these proven tips to enhance your stream's effectiveness, engage your audience more deeply, and boost your fundraising efforts for the Scottish SPCA.

Effective Streaming Tips

- **Set Clear Goals:** Start by defining clear, achievable fundraising targets. Let your viewers know these goals upfront to create a sense of collective effort and purpose.
- **Interactive Features:** Make your streams interactive with polls, challenges, and viewer-driven decisions. This increases viewer participation and investment in the stream's success.
- **Rewards for Donations:** Offer incentives for donations, such as exclusive content, personal shout-outs, or custom graphics. These rewards can motivate viewers to contribute more.
- **Dynamic Streaming:** Keep your stream lively with regular updates on your fundraising progress, guest appearances by other streamers or SSPCA representatives, and live Q&A sessions to answer viewer questions about animal welfare.
- **Visual Engagement:** Use high-quality visuals to track and display fundraising progress, highlight rescue cases, or share success stories. Visuals help maintain viewer interest and clearly show the impact of their contributions.
- **Community Challenges:** Organise challenges within your viewer community, such as donation matching or friendly competitions between viewers. These can spur donations and make the experience more enjoyable for everyone involved.



Enhance your streaming success!
For advanced tips and to troubleshoot common issues, our website has all you need.

Engaging Content Ideas for Your Streams

Keeping your audience engaged during your charity streams is crucial for maximising your fundraising efforts. Here are various content ideas that not only entertain but also educate your viewers about the SSPCA's mission and the importance of animal welfare.

Shareable Content Ideas:

- **Rescue Stories:** Share compelling tales and updates about specific animals the SSPCA has rescued. Highlight before and after scenarios to illustrate the transformation made possible by donations.
- **Educational Talks:** Incorporate segments that educate viewers on animal welfare issues in Scotland. Discuss the SSPCA's unique role and how they enforce animal welfare laws, highlighting recent successful cases or initiatives.
- **Behind-the-Scenes Looks:** Provide an insider's view into the daily operations at SSPCA facilities. Show footage or images of animal care routines, rehabilitation processes, or training sessions with new rescue animals.
- **Live Q&A Sessions:** Schedule live Q&A segments where viewers can ask questions about the SSPCA and its operations. Consider having a guest from the SSPCA, like a veterinarian or a rescue officer, join the stream to provide expert answers.
- **Interactive Quizzes:** Create quizzes about Scottish wildlife or animal care tips that can educate and engage your audience. Offer small prizes or shout-outs for correct answers to keep the audience involved.

Use these content ideas to enrich your streams and keep your audience informed and engaged. Every piece of content shared helps to spread the word about the SSPCA's critical work and encourages more support.

Need Help or More Info?

Visit our website for resources, guidance, and to contact our team!



Our Vision for the Next Decade

A Future Where Every Animal Thrives

As we look ahead, the Scottish SPCA is committed to making Scotland the best place in the world for animals. Our ten-year strategy outlines ambitious goals that will shape the future of animal welfare, and every stream you host plays a crucial role in this journey.

Outline of the Ten-Year Strategy:

- **Reduce Abuse and Neglect:** Aim to halve instances of animal abuse and neglect by 2032, enhancing the safety and well-being of animals across Scotland.
- **Engage Communities:** Expand our outreach to engage 25% of the Scottish population, creating a network of over 250,000 Youth Ambassadors who are informed, passionate, and active in animal welfare.
- **Eliminate Low-Welfare Trade:** Eradicate harmful practices such as the low-welfare puppy and kitten trade, ensuring all animals are bred and raised in healthy, loving environments.
- **Uplift Farm Animal Welfare:** Advocate for and implement higher welfare standards for all farmed animals in Scotland, setting benchmarks that influence national and international policies.
- **Restore Habitats:** Collaborate with partners to restore and protect natural habitats, vital for the survival and prosperity of Scotland's wildlife.
- **Organisational Growth:** Grow our net income by 20%, achieve Net Zero, and achieve colleague and volunteer satisfaction levels in excess of 90%.



Impact of Your Streams:

Every charity stream contributes directly to these goals. By raising funds and awareness, you help us implement projects and initiatives that have a lasting impact on animal welfare. Your involvement brings us closer to achieving these strategic objectives, and together, we can create a legacy of compassion and care.