



# Livestreaming 101

## What is streaming?

Welcome to the big, fun world of streaming! Streaming is an opportunity for you to share your fundraising efforts in “real time” over social media and other online platforms. It’s a great way to connect with your family and friends about Dana-Farber and to involve them in a live experience.

## What do I need to stream?

Streaming is simple! You need a smartphone or computer with a camera to get started. We recommend streaming with your smartphone. Having a Facebook, Instagram or YouTube account is also recommended.

## What do I livestream?

Livestream anything you would like—the options are limitless! Whether you choose to livestream your training runs for the Dana-Farber Marathon Challenge, your video game skills, or to share your story of how Dana-Farber has impacted you or loved ones, we are excited to see how you livestream for the Jimmy Fund. Check out our list of [“un-event” ideas here](#) or reach out to your Jimmy Fund liaison to get started. Some of the things we recommend are hosting a class, fitness challenge, or hosting a virtual yard sale.

## How does streaming connect to fundraising?

Great question! There are many ways to fundraise through streaming.

- Facebook: You can use your stream to promote your Jimmy Fund fundraising page or add a donate button to your stream. Select “the Jimmy Fund” as your charity of choice.
- Instagram: Pin a comment to your stream with instructions on how users can donate to your efforts.

## How long should my stream last?

We recommend streaming for a maximum of 30 minutes.

## How do I get people to watch my livestreams?

We suggest advertising your livestreams in advance to your followers on social media as well as to family and friends through email. For example, post about your upcoming livestream on social media, and send an email the day before you plan to go live. Once you go live, post links on your different social media platforms so your friends and family know to tune in.

## What smartphone apps allow me to stream?

We recommend using Instagram Live, Facebook Live, or Periscope (Twitter) to stream, so your followers will be notified you are “live” and can easily tune in and interact with your stream.

## What if I’m using a computer?

If you’re using a computer to stream, you will need to download or create an account with a streaming app software. We recommend using [YouTube](#), [Streamlabs](#), [Google Hangouts](#), or [Zoom](#). Play around with different software to find what works best for you!

## I’d like to livestream a video game for the Jimmy Fund. How do I do this?

To learn more about how to game to support cancer research and care at Dana-Farber, check out our gaming initiative, [Jimmy Fund Let’s Game](#).

## I’m having trouble setting up my livestream. Who can I contact?

One of the great things about streaming is that there are endless internet resources and step-by-step how-to guides. We’re also happy to help! Feel free to contact your Jimmy Fund liaison for support.

## Any other tips and tricks?

- Be a champion for the Jimmy Fund cause! During your livestream, share information about the groundbreaking cancer research and care at Dana-Farber and how funds raised help our mission to end cancer.
- Your followers want to know why this cause is important to you! Tell them why it’s important to you to fundraise for the Jimmy Fund, share a favorite memory from an event you participated in, or describe the reason why you got involved with Dana-Farber. Ask them to be a part of your efforts with a donation.
- Integrate fun incentives into your streams. For example, if you are livestreaming a video game, play for 5 minutes with your controller turned upside down when you reach a set amount raised. Or, if you’re doing an exercise stream, you could create a challenge to livestream 5 pushups for every \$10 raised. Be creative!
- Share your livestreams on your social media accounts to encourage your followers to tune in and donate.