



# ***THINK FAST!***

## Your Quick Gaming Marathon Guide





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# Introduction

The Scoop About Gaming



Video gaming is a massive deal in the United States. It's not just a source of entertainment for millions of people in our country, but it's also a significant activity for nonprofits and raising fundraising revenue. [Yes, it's true. As you'll soon read, some of the leading nonprofits in the U.S. have tapped into the gaming community for fundraising dollars.](#)

[Pew Research Center published](#) a few facts about gaming, which helps put things in perspective and explains why the gaming community can be an untapped market for your charitable cause.

1. [43 percent of adults](#) in the U.S. state that they sometimes or often play video games on the television, computer, mobile device or game console. In fact, people who are below the age of 50 are twice as likely to be gaming than adults over the age of 50. Additionally, men are more likely than women to be gaming.
2. The most popular games are strategy and puzzle games. 6 in 10, or 62 percent, play these types of video games most. As stated by the [published piece by Pew Research Center](#),



- 49 percent play adventure games
  - 42 percent play shooter games
  - 39 percent play role-playing games
  - 33 percent play team sport or racing games
  - 32 percent play simulation games
3. If you're the parent of a teenager, then this statistic [published by Pew Research Center](#) is not going to surprise you too much. 84 percent of teens say that they have access to a game console or have one at home. 92 percent of teenage boys have access to a gaming console as compared to 75 percent of adolescent girls. 97 percent of adolescent boys play videos as compared to 83 percent of teenage girls who play video games.

### Gaming for Good Gets Its Start

If you think that gamers only care about the latest and greatest video game, then we've got some news for you. There's a whole segment of players and their followers who care very much about making the world a better place and put their gaming stature and money to good charitable use.

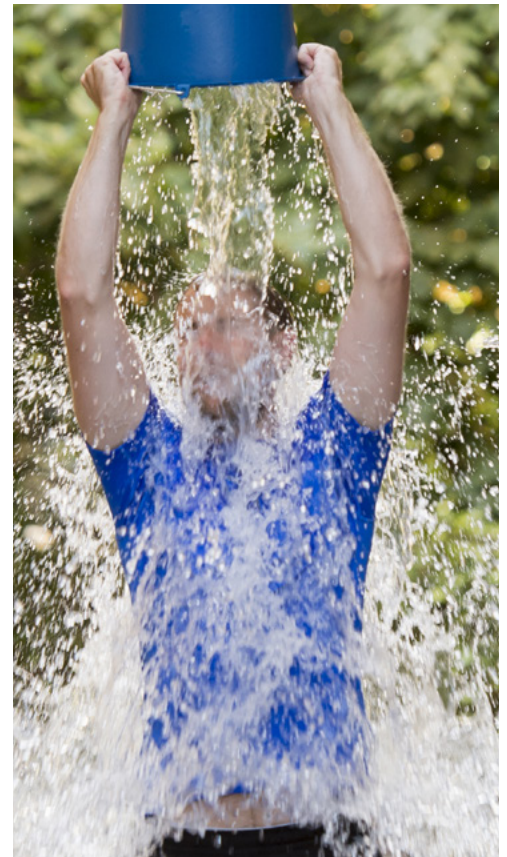
How did it begin?

Many people around the world know about the [Ice Bucket Challenge](#), which benefitted the ALS Association. The challenge became a significant viral and global phenomena during the summer of 2014. Everyone had a blast seeing their friends and families dump a bucket of ice water over their heads or someone else to raise money and awareness for amyotrophic lateral sclerosis (ALS). It seemed like everyone got involved, including people like Bill Gates and President Barack Obama (for the record, he did not dump water on his head, but he did donate).

After that challenge, many groups wanted to see if they could do something similar by having their own fundraising challenges go viral. One of the most popular gamers who goes by the name of Athene, [Bachir Boumaaza](#), tried out a fundraising challenge targetted at his followers. He challenged his more than 750,000 fans to support a charitable cause. To inspire them, he said he would shave parts of his head, which Athene did until he was bald.

Although he raised \$180,000, once he was bald, he realized that as great as it was, viral fundraising challenges were not a sustainable way to raise funds for a good cause. Yes, it was fun, and it was great to have people have a good time, but there had to be a more efficient way to raise money.

Athene decided to help create a sustainable flow of philanthropic dollars through gaming. Unless you're a gamer, you might not realize that there are essential [live stream platforms](#), including [GamingForGood.net](#) (founded by Athene) and [Twitch](#), which is owned by Amazon and where Athene is also a founder. It provides fans with an opportunity to watch their favorite gamers play and compete from anywhere in the world, while they support them or their causes with money.





# Chapter One

How Gaming  
Helps Charities



The best way to think about Twitch and GamingForGood.net is to think of them as not only gaming platforms but also opportunities for crowdfunding.

The fundraising part of the gaming platforms can be considered similar to GoFundMe, which allows people the opportunity to crowdfund money for a favorite cause. However, social networking sites such as GamingForGood.net or Twitch are essential for gaming fundraising because they have a built-in audience of gamers who want to see and support their favorite players playing exciting video games.

GamingForGood.net, for instance, has raised money for humanitarian crisis' through its Humanitarian Emergency Response Team, which have helped raise

funds in response to some of the biggest natural disasters and charitable needs around the world. As of this writing, over \$24 million has been raised on this platform alone.

Let's take a look at some of the ways that gamers have supported charitable efforts.

- [Save the Children](#) – Athene and GamingForGood.net have partnered with global charity, Save the Children, to help raise awareness and funds from gamers. Under the leadership of Athene, they have raised money for a maternal program in Egypt, family planning services in Kenya and a nutrition initiative in Ethiopia.
- [St. Jude's Children's Research Hospital](#) – St. Jude Play Live is an event that brings gamers and their followers together in support of children who have cancer. The event asks the participants to obtain sponsorship for their gaming time. Players participate on their own or as a member of a team, which is a year-round effort and available live streamed.
- [Children's Miracle Network Hospitals](#) – [Extra Life](#) partnered with Children's Miracle Network Hospitals to also raise funds from the gaming community. Players have raised fundraising dollars in 24-hour gaming marathons. Participants choose a hospital where funds will be directed to research, equipment, and unpaid care, and all money received by participants is directed to the hospital of their choosing.
- [The AbleGamers Charity](#) – This particular charitable organization supports able gamers. Persons with disabilities who want to play with video games are provided with custom gaming setups attuned to their needs. Some of these custom setups can be modified controllers or special assistive technology, which allow players to use their eyes, for instance, to play videos. These services provide recreation, rehabilitation and an improved quality of life.



- [GameChanger Charity](#) – The charitable group was founded by Jim Carol and Taylor, his son, who was given a devastating diagnosis of Leukemia and two weeks to live. The Carols took their son to Children’s Hospital in Seattle, and for months Taylor fought cancer. During his battle with cancer, he was isolated for his health, and to pass the time, he developed a deep interest in video games. The games helped him incredibly because it helped ease the isolation and provided something else on which to focus. GameChanger works to give children with life-threatening illnesses hope through video games. Taylor is now 100 percent well and paying it forward with his family to other families. The organization has provided over 16 million scholarships and gifts to children in need in hospitals across the country.

As you’ve read, technology and the gaming community provide an excellent opportunity for nonprofit organizations to raise money in their communities, and even around the world, for a good cause. In the following chapter, we’re going to take a look at how you can set up a gaming event for your nonprofit organization and tap into gamers and their followers in support of your charitable cause.







# Chapter Two

How to Do a  
Gaming Marathon



Now that you understand the impact that gamers and their fans can have in the philanthropic world, you too can do a gaming marathon for your charitable organization.

Because there are more than 1.5 million nonprofits, most of them small, charity leaders are always looking for the best [fundraising ideas](#). Having a gaming marathon is an excellent way to do a creative fundraiser that your community will enjoy because they get to have fun giving money to your great cause, follow their favorite gamers and participate in an event that is community-wide.



We're going to give you the quick steps to create your gaming event in the community.

1. Decide on a date for your marathon and determine if the gaming marathon will be for 24 or 48 hours.
2. List your event on platforms like [GoFundMe](#) or [JustGiving](#). Remember, this is an excellent crowd-funding opportunity for your organization.
3. Also, you'll want to be sure that your players live stream their gaming at the designated dates and times to compete against other people and teams. Two of the best gaming platforms for your gaming marathon that are also known for giving to charity are [GamingForGood.net](#) and [Twitch](#).
4. Create a cool campaign and theme for your gaming marathon that is catchy and will help capture the imaginations of gamers and viewers.



5. Promote your gaming marathon throughout your community inviting players to sign-up. Players will be asking their friends and followers for sponsorship. The longer they play or, the higher they go in video gaming levels, the more money you'll raise for your group.
6. Remember to ask gaming shops to help you recruit players and followers. Doing so is an excellent opportunity for them to become sponsors of your gaming marathon event.
7. Give your participants the necessary information they need to promote the gaming marathon to their sphere of influence. Give them the URL links and information to any landing page (e.g., JustGiving or GoFundMe) or individual fundraising pages players can create for this fundraiser.
8. Once you have players, especially if they happen to be top players in the gaming community, promote your event. The best approach you'll want to take is a multi-channel marketing effort. Send out emails promoting this event, direct response and promote it aggressively on all of your social media platforms.
9. Players who participate do not have to play and live stream from your physical location, however, if you want to create a space where gamers will play together, make sure you have the proper equipment, rest opportunities, snacks and refreshments, gaming consoles and video games.
10. Remember, you can also invite some of the best gamers out there in other places across the U.S. or even the world, to join your event. Gamers will love the opportunity to play against some of the best names in gaming, and fans will enjoy the chance to see the games.
11. On the day of the event, enjoy the event, and share through live streaming, and gaming. Make it a point to acknowledge and thank sponsors, participants, and the audience and let the games begin.

If you're having a gaming marathon from your location, then also ask your supporters to provide you with gently worn, used and new shoes that they no longer want or need.

Why?

Having a [shoe drive fundraiser](#) as a fundraising add-on to a gaming marathon is a great way for people to support your cause and raise even more money. They give you their shoes, and you're issued a check for the footwear collected by one of the brands of [Funds2Orgs Group](#).

#### Additional Resources

For more information about gaming for a good cause, check out some of the following resources:

- Just Giving: [Lifting the Lid of "Gaming for Good"](#)
- Just Giving: [Gaming for Good Hub](#)
- [Gamers for Giving](#)
- [Gaming for Good](#)
- [Twitch](#)
- [GoFundMe](#)



# Chapter Three

## The Funds2Orgs Group



## Funds2Orgs Group

The story of the [Funds2Orgs Group](#) developed through years of hard work tied to a big vision. It started with a single shoe that washed ashore after the 2004 Indian Ocean tsunami. At the time, Wayne Elsey was the president of an international shoe manufacturing company, but the life that shoe represented after the tsunami inspired him to become a social entrepreneur and make a difference in the world.

Wayne went on to establish one of the largest nonprofits in the United States, Soles4Souls, helping people affected by some of the world's most significant natural disasters, including the Indian Ocean tsunami, Hurricane Katrina and the 2010 earthquake in Haiti, sending over 20 million pairs of shoes to people and places hurt by natural disasters. His organization also worked to create economic opportunities for micro-entrepreneurs living in poverty in developing nations.

But, some people are just not satisfied. That's Wayne. After he resigned from Soles4Souls, he thought there was a way to help organizations raise money and make a global impact. He created Funds2Orgs with a team of dreamers who believe they too could change the world with him. That single for-profit social enterprise eventually developed into the Funds2Orgs Group, which includes the Sneakers4Funds, Shoes With Heart and Cash4Shooz brands.

The core of the Funds2Orgs Group business model is shoe drive fundraisers. The other components are to provide economic opportunities for micro-entrepreneurs in developing nations and to help the environment by repurposing shoes. The Funds2Orgs Group helps YOU raise money with creative fundraising ideas, without asking for money or selling anything.

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