



SCOTTY'S

STREAM TEAM

STREAM BIG FOR BEREAVED BRITISH FORCES CHILDREN

STREAMING TOOL KIT

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INTRODUCTION

Welcome to the Scotty's Stream Team toolkit!

Scotty's Little Soldiers is a charity dedicated to supporting children and young people who have lost a parent who served in the British Armed Forces. The charity was founded by Nikki Scott who lost her husband, Cpl Lee Scott, in Afghanistan in 2009. Nikki witnessed first-hand how the loss of a serving parent effected her own two children, Kai who was 5 at the time of his Dad's death, and Brooke who was just 7 months old.

Our Virtual Challenges are your chance to get involved and help support the children of our fallen heroes by taking part in solo challenges and submitting your results online. You can compete against your own targets or against friends, all whilst fundraising for Scotty's. Our Virtual Challenges platform allows you to connect your favourite fitness tracker apps such as Strava, FitBit or Runkeeper, you can even create a Spotify fundraising playlist to listen to whilst you take on your challenge and friends can donate to add a track.

About Scotty's Little Soldiers

Scotty's Little Soldiers supports children and young people who have lost a parent who served in the British Armed Forces.

In 2019 the charity provided direct support to 410 bereaved Service children across the UK and even internationally. Scotty's will provide help and assistance to children and young people aged 0-25 who have suffered the loss of a parent who served with the British Armed Forces of the Crown. This includes families from the British Army, the Royal Air Force, Royal Navy and Royal Marines, and both regular and reserve forces.

Our help to bereaved Service families is delivered through 4 Family Programmes; SMILES, SUPPORT, STRIDES and SPRINGBOARD.

The SMILES Programme does what it says on the tin, it's a range of fun based activities which help our members feel part of a community, let them know the British public hasn't forgotten their sacrifice and gives them the chance to smile again.

SUPPORT offers help with our beneficiaries' health and well-being including access to professional bereavement counselling and our own internal support team who can provide instant and direct guidance to families remotely.

Our STRIDES and SPRINGBOARD Programmes are both focused on education and development needs. STRIDES includes a range of small grants and will in future provide assistance to those nearing the end of their education, the 14-18 year old cohort. SPRINGBOARD builds on the foundations of STRIDES and offers a range of activities for young people aged 19-25 focused on career development.

HOW IT WORKS

You choose your favourite activity to live stream. Pick your streaming platform, the most popular ones are Twitch, Facebook Live or YouTube. You can add a Scotty's donate option during your live stream for any of those platforms.

HERE ARE SOME EXAMPLES

- Gaming marathons – ask friends to donate whilst watching you take part in a marathon game session, or to donate as you reach certain milestones during your challenge.
- Music sets – perform a set live on the internet and ask friends to pledge a donation in return for tuning in.
- Cookery show – show off your cooking skills by inviting friends to watch a live stream of you preparing a meal. Maybe you could create an online baking challenge versus friends?
- Fitness sessions – fancy yourself as a PT? Get friends to drop into your live fitness challenge or online PT session. They could sponsor you to perform a certain challenge (12-hour cycle, burpee or push up challenges) or to take part in your PT session.

NEXT STEPS

1. Choose one of our ready-made challenges or create your own
2. Register on the Scotty's Stream Team home page by going to vf.scottyslittlesoldiers.co.uk & create your fundraising page
3. Share, share, share – promote your challenge with friends
4. Complete your challenge and raise funds for the children of our fallen heroes! For more fundraising info go to www.issuu.com/scottyslittlesoldiers/docs/fundraising_pack to check out our fundraising pack.

MOST IMPORTANTLY ENJOY YOURSELF!

THE SET-UP

1. HEAD OVER TO THE SCOTTY'S STREAM TEAM HOME PAGE TO SET UP YOUR FUNDRAISING PAGE. YOU CAN CHOOSE ONE OF OUR READY TO GO CHALLENGES OR CREATE YOUR OWN.

2. JUST CLICK START FUNDRAISING TO GET STARTED. YOU'LL HAVE THE CHOICE TO JOIN ONE OF OUR READY-MADE CHALLENGES OR TO DO YOUR OWN THING.

3. IF YOU DECIDE TO CREATE YOUR OWN CHALLENGE, YOU'LL THEN HAVE THE CHOICE OF WHICH PLATFORM YOU WANT TO USE TO HOST YOUR LIVE STREAM.

4. JUST FOLLOW THE STEPS AND YOU'RE GOOD TO GO. YOU CAN GET IN TOUCH WITH US AT FUNDRAISE@SCOTTYSLITTLESOLDIERS.CO.UK FOR SUPPORT AND YOU CAN DOWNLOAD OUR REGULAR FUNDRAISING PACK FOR EVEN MORE TIPS AND ADVICE BY [CLICKING HERE](#).

INSPIRATION

HERE ARE SOME IDEAS TO HELP GET YOU THINKING ABOUT THE PERFECT FUNDRAISER

GAMING FOR SCOTTY'S



GAMING

A gaming marathon or just your everyday stream. Get your viewers involved by raising awareness of Scotty's Little Soldiers or by giving them the option to donate through the stream.

FITNESS

A marathon or a sprint, whatever the length of your fitness stream you can always get your viewers involved in more ways than one. Viewers could donate for the best tips on how to complete certain exercises or on the best way to keep fit!

FITNESS FOR SCOTTY'S



Cooking for SCOTTY'S



COOKING

Whether you are just doing your everyday cooking and baking or maybe you are making something special. Viewers could donate to Scotty's through the stream to suggest what you make next or even to ask for tips.

PROMOTION

Share, share, share.

The more friends and colleagues you share your challenge with the more donations you'll be likely to get. Make sure you keep friends regularly updated with your training and let them know why it's important to you to raise funds for Scotty's Little Soldiers. You might like to share some of our short films or news stories. Check out our latest news on our Facebook page or YouTube channel at www.facebook.com/scottyslittlesoldiers/ or www.youtube.com/scottystv

Social media is a great way to share your challenge and you can provide a direct link to your fundraising page. If you have time, you might want to contact your local newspaper. You can find an example press release in our general fundraising pack at www.issuu.com/scottyslittlesoldiers/docs/fundraising_pack.

Research tells us that the more frequently you post about your challenge the more donations you'll receive.

You can also let friends know about your fundraising through Facebook messenger, WhatsApp or by sending them an email – these all work really well and are a more personal way of asking for support.

SHARE IT YOUR WAY



LET YOUR FRIENDS AND FAMILY KNOW

DON'T FORGET TO TAG US IN YOUR SOCIAL MEDIA POSTS. YOU CAN FIND LINKS TO ALL OUR SOCIAL MEDIA SITES BELOW.



[/SCOTTYSLITTLESOLDIERS](https://www.facebook.com/scottyslittlesoldiers)



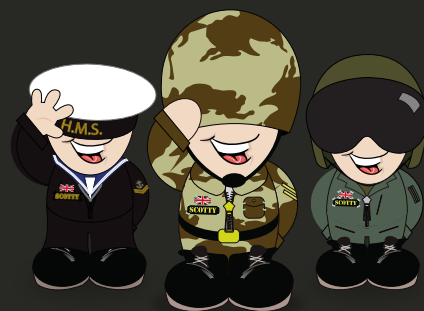
[/CORPORALSCOTTY](https://twitter.com/corporalscotty)



[/SCOTTYSLITTLESOLDIERS](https://www.instagram.com/scottyslittlesoldiers)

Download our Scotty's Stream Team assets to promote your fundraiser

vf.scottyslittlesoldiers.co.uk/assets



SCOTTY'S LITTLE SOLDIERS

WWW.SCOTTYSLITTLESOLDIERS.CO.UK