

**GET YOUR GAME  
ON FOR GOOD  
FOR DIABETES UK**

**DiABETES UK**  
KNOW DIABETES. FIGHT DIABETES.



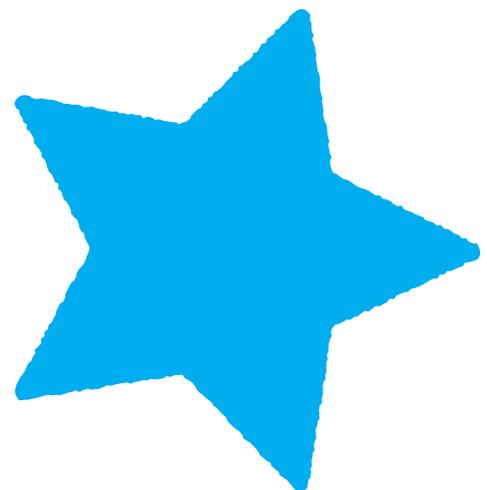
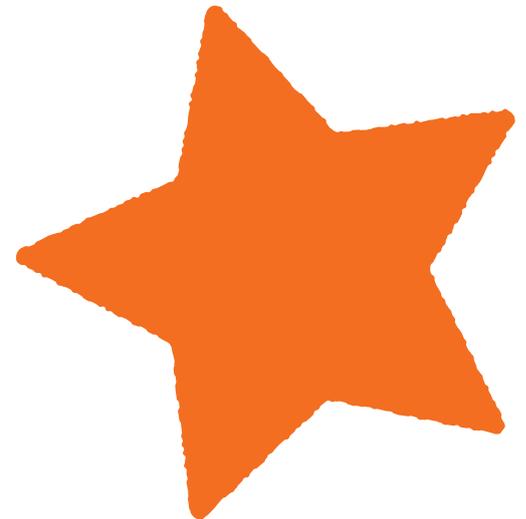


# RAISE MONEY BY PLAYING YOUR GAME

What's better than playing the game you love? Having a life-saving excuse to do it more. Time to switch off? Think again. You're changing the world for people with diabetes, so sit tight, grab a water and let's take it to the next level. Together we can change the world.

Game to raise money for Diabetes UK and you're helping us change lives for good. It's easy as 1,2,3.

- 1** Sign up to **Power up for Diabetes**, set the date, create your challenge and pick your players.
- 2** Create your **personal fundraising page** and go live by linking to a streaming platform.
- 3** Spread the love and get everyone you know to help you smash your fundraising target.



# HOW YOUR MONEY HELPS

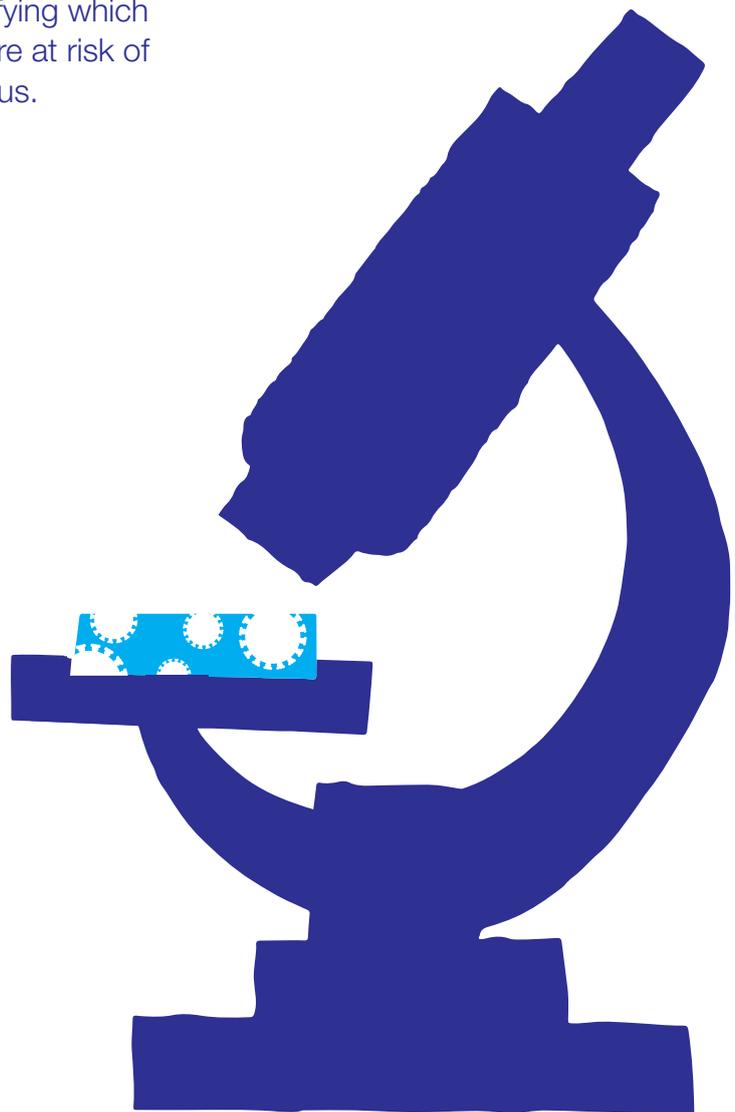
Any fundraising you can do will help fund research that brings life-changing advances a step closer.

**£25** could help us understand the impact that coronavirus has had on people with diabetes and how it's affected the way they manage their condition.

**£50** could help us fight for better diabetes care and reduce the impact of the pandemic on peoples health and wellbeing.

**£100** could help us save lives by identifying which groups of people with diabetes are at risk of serious outcomes from coronavirus.

**Thank you. We can't do it without you!**



# POWER UP FOR DIABETES

**Remember that sponsored swim you did at school? Power up for Diabetes is the same, but without the wet towel and freezing changing room. This time you're using your unique skills to fight diabetes.**

## **Pick the game and set the challenge**

You can play whatever game, set whatever challenge and pick whatever squad you want.

- Save the World with a hand-picked squad in Fortnite? Do it.
- 24 hour League of Legends marathon? Do it.
- Words With Friends battle royale? Do it.

Play to your strengths and push yourself. Your fans will want to know you're working hard for their life-changing donations.

## **Ready Player One?**

Sign up to Power up for Diabetes and customise your campaign page. Add your story, images, team members and fundraising and campaign goals.

Set the date and tell your fans to watch, follow or join you in crushing your challenge.

Sponsorship and donations win the fight. Make sure you ask your fans to give so you can reach your goals. Want to give and get a little extra? Include milestones so your fans can enjoy special power-ups as you progress through your challenge.

## **Feel the love**

We're here to help you play your best game and raise vital money for Diabetes UK. Give your family, friends and followers a fresh experience with a whole new reason to get involved.

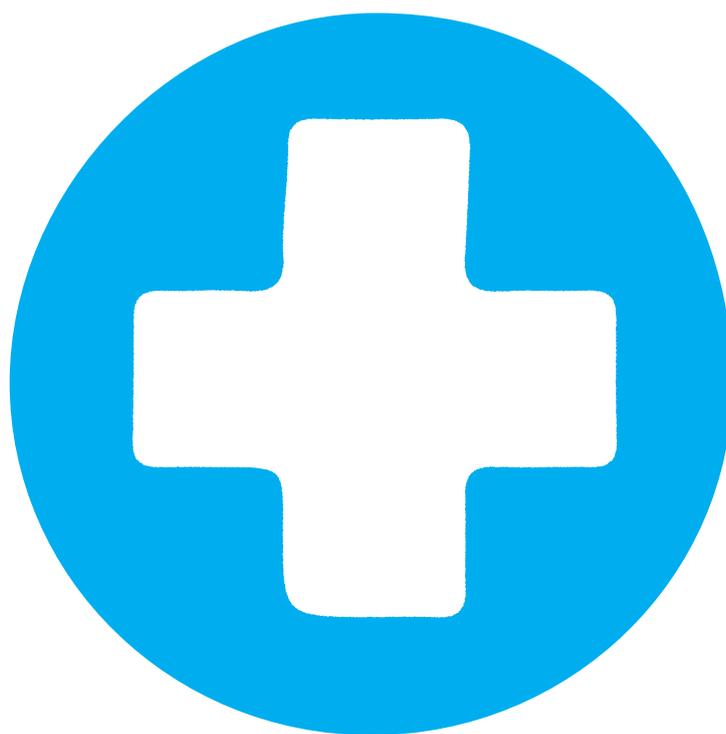
Bring your community together and keep your fans up to date on social, or livestream through platforms like **JustGiving**, **Twitch**, **Tiltify** or **YouTube**.

**You are ending the harm diabetes does**

# HOW YOU'RE HELPING

**Diabetes is relentless. It's complicated and exhausting. It means round after round of blood tests, medical appointments and check ups. It can be hard and painful, both physically and emotionally.**

Every pound you raise for Diabetes UK is life-changing. We are the leading charity providing care, support and guidance right now, and funding research into better treatments and cures. And you are the reason we can be here.



# HERE'S HOW TO SMASH YOUR FUNDRAISING

- 1 Stay healthy:** However long you're planning to play for, make sure you stay hydrated, avoid the caffeine and sugar, take regular screen breaks and eat lots of healthy snacks. If you're taking part in a team challenge, draw up a plan so everyone gets time out.
- 2 Personalise that page:** Write your own story and let others know all about it. Bring it to life with photos, updates and the all important target. Check out [JustGiving's guide on creating the perfect page](#).
- 3 Socialise your campaign:** Make sure you shout about your challenge all over your social channels before you start to get a good crowd of fans and a good amount of donations before you start.
- 4 Go live and direct:** Link your fundraising page to a streaming platform and invite the world to watch you fight diabetes live and direct.
- 5 Donate to yourself:** Kickstart your total by donating to yourself. You're more likely to get more - and bigger - donations if your supporters see hard cash already there.
- 6 Get interactive:** If you're streaming your gaming marathon, offer power-ups for more donations. You could go fancy dress, do a live Q&A, show off some dance moves or even give some gaming tips as you play.
- 7 Extra time:** If you're feeling up for it, go for a power play and add more time to your challenge. Ask your supporters what they'd like you to achieve and ask for donations to get there.
- 8 Connect it to the cause:** Make sure you tell everyone what your challenge is for: helping Diabetes UK fight diabetes by supporting everyone living with it, and fund life-changing research.
- 9 Have fun!** You're doing what you love for a brilliant cause, so make sure you enjoy every second.

Need help? Email Matt at [fundraising@diabetes.org.uk](mailto:fundraising@diabetes.org.uk) for inspiration and advice on setting a life-changing gaming challenge for Diabetes UK





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REGULATOR**

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