WHO IS STONEWALL AND WHAT DO WE DO?

At Stonewall, we stand for lesbian, gay, bi, trans, queer, questioning and ace (LGBTQ+) people everywhere. We imagine a world where all LGBTQ+ people are free to be themselves and we can live our lives to the full.

We are part of a vibrant global movement for change made up of LGBTQ+ people, our allies, families and friends.

Over the last 30 years, we have helped create transformative change in the lives of LGBTQ+ people in the UK. Today, we have equal rights to love, marry and have children, and our lives, families and relationships are represented as part of the national curriculum in most of the UK. Our campaigns drive positive change in public attitudes and public policy. We ensure LGBTQ+ people can thrive throughout our lives by building deep, sustained change with the institutions that have the biggest impact on us. We make sure the world hears and learns from LGBTQ+ communities. We're committed to empowering people to create change in their own communities.

You are joining a global community dedicated to a brighter future for all LGBTQ+ people. We hope you enjoy Streaming for Stonewall and raising funds to support our vital work.

Thank you!

OUR CURRENT PROJECTS AND CAMPAIGNS:

·To learn more about our active campaigns, check out our website: Stonewall.org.uk/campaign-with-us

HOW YOUR FUNDRAISING SUPPORTS OUR WORK:

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£25- could enable us to supply an entire football team with Rainbow Laces to symbolise sport is everyone's game.

· £50- could enable us to provide an e-learning module to a new school or college and show staff how to tackle LGBTQ-phobic bullying head on and without exception.

· £100- could help us pay/reward participants of our Young Futures focus groups. These groups allow us to produce reports on issues encountered by LGBTQ+ young people. Any setting or service can then use the insights to understand lived experiences and work to ensure they are LGBTQ-inclusive.

· £250- could enable our trained experts to deliver an in-person Trans Allies programme to a professional organisation, giving them the knowledge, tools and confidence to champion trans inclusion at work.

· £500- could support one month's worth of costs for Stonewall to meet with MPs, institutions, and other stakeholders to lobby them around crucial legislation, like a ban on conversion therapy.

· £1500-could be a vital contribution towards staffing a team working on new research that highlights to governments LGBTQ+ people still need more support in multiple areas including housing, healthcare and hate crime.

STREAMING FOR
Stonewall

HOW TO SET UP A 'STREAMING FOR STONEWALL' FUNDRAISER:

1- CHOOSE A PLATFORM:

First decide where you'll host your fundraising event- you may already have a following on a streaming or social media platform so this would be a great place to start! If you're new to the streaming game then Twitch, YouTube and Discord are great first streaming platforms, however Facebook, Instagram and Tik Tok also offer streaming options! We recommend using Twitch as it's the simplest platform to get set up on. Here's a link to their page on setting up a stream:
https://www.twitch.tv/creatorcamp/en/paths/going-live/setting-up-your-stream/

2- SET UP A FUNDRAISING PAGE:

·Set up your fundraising page! We recommend using Tiltify as it's really easy to use and set up but there are others available if you'd prefer such as Just Giving. Be sure to make it eye catching- who doesn't love a good rainbow colour scheme. Once it's set up and ready to go make sure to share it as far and wide as possible! Whether that be via social media, through word of mouth, advertising in person via local cafes and queer spaces, there's really no limit to ways you can spread the word!

3- PLAN YOUR CONTENT:

·Think about the content you want during the stream! Do you love screaming at a good horror game? Want to give an indie developer some love and recognition? Is there an LGBTQ+ game that really speaks to you, or a character that you can relate to? Remember, you don't only have to limit you stream to videogames if that's not your thing! Maybe you want to run a session of Dungeons and Dragons for charity, or host a 24-hour bakeoff, or a live reaction to your favourite TV show finale! Will you be giving incentives to donors? We're currently working on a whole suite of LGBTQ+ and Stonewall virtual stickers, banners and goodies to reward donors with so be sure to promote them to give a little extra thanks to your viewers- so keep an eye out for when these go live!

4- ADD THE FINISHING TOUCHES:

Will your stream have a theme? Just because you're raising money for an LGBTQ+ charity, that doesn't mean that has to be the whole aesthetic of the livestream- although that would look amazing! And not all streams have to be videogame based- you could have discussions or provide information on the LGBTQ+ community, set challenges to complete whilst you're on stream, or just host a dance party from your living room and get all your friends involved (it doesn't have to be just you on camera for the whole thing)! Go wild and give your stream a unique selling point that will make others want to tune in and donate! Maybe you want to build a Pokedex based entirely on Drag Queens, or create a pride parade in Minecraft or Animal Crossing, roleplay as the perfect cottage core Lesbian couple in Stardew Valley, or just narrate a session of Dead By Daylight using your best queer icon impression.

5- GO LIVE!

Once you've got everything planned, you're ready to go live! Remember to engage with your chat, promote the link to your fundraiser page, remind your viewers why you're supporting Stonewall and most importantly have fun!

If you've got any questions about setting up a livestream, planning a fundraising event or would like some more advice then feel free to contact us on community@stonewall.org.uk and we'll be more than happy to help!

STREAMING FOR Stonewall

Chat Commands:

Fancy making your stream chat extra LGBTQ+ and inclusive? Want to get across the purpose of your fundraiser quickly and easily? Want to spread more awareness of the work Stonewall do? Here are a few suggested stream commands!

!rainbow
Send a rainbow emoji to brighten up the chat log!

!pride
Send a pride flag emoji to the chat to show your support for the LGBTQ+ community

!donate
'Help us support Stonewall and the LGBTQ+ community by donating to our fundraiser: [Insert fundraiser link]'

!Stonewall
'This charity stream is in support of Stonewall, promoting online safe spaces for all in the LGBTQ+ community! Support our work here: [Insert fundraiser link]'

!FreeToBe
'Stonewall works to create a world where all LGBTQ+ people are free to be themselves! Together we will work to fight queerphobia across all platforms, online and offline!'

!rewards
Insert a list of rewards you've set up on your fundraising page:
e.g. £5- pride flag make up, £10- vogue for the camera, £20- read the chat (throw that shade)

!commands
List the commands available to the chat: 'use ! + rainbow, pride, donate, Stonewall, FreeToBe and rewards for our commands.

Stonewall