



FUNDRAISING ON YOUTUBE LIVE

Making Fundraising Fun Again w/ YouTube Super Chat

Crime Victims Center of Chester County raises over \$3,000 over two live streams

Kathleen Gast is the Volunteer Coordinator for the Crime Victims Center of Chester County. Looking for creative ways to help purchase materials for child safety, facilitate teen self-esteem groups and fight child sexual assault. The StreamGeeks put together a Bubble Machine, a Confetti Cannon and a few Balloon Pumps to give live donations a very real and fun feel using the new YouTube Live Super Chat integration with IFTTT (If This, Than That).

PRODUCT DETAILS



PTZ Optics Cameras

Using multiple PTZ Optics cameras in the StreamGeeks Studio, the team was able to capture the action.



Balloon Pumps & Bubble Machines

Connected via WiFi plugs the StreamGeeks integrated YouTube with IFTTT to trigger fun rewards for donations.



Lametric Smart Clock

The LaMetric Smart clock was used to announce YouTube Live Super Chats with a noise and "thank you" display.



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Live Fundraiser on YouTube



The Crime Victims' Center of Chester County, Inc. (CVC) is a private, community-based, non-profit 501(c)(3) comprehensive victim services agency. CVC is the designated provider of services to sexual violence victims for Chester County, however we serve victims of all types of crime including domestic violence.

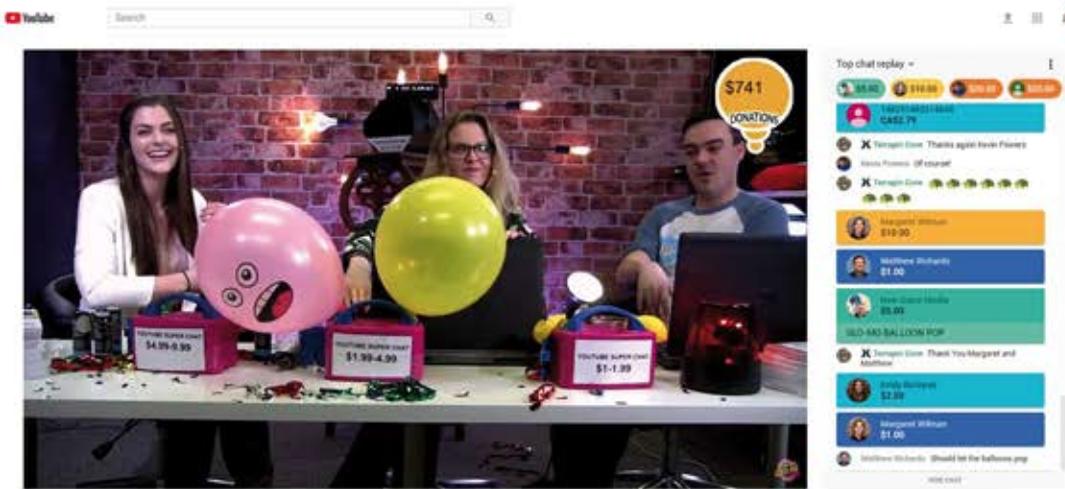
FUNDRAISING WITH A LIVE AUDIENCE

- **Wide Reach:** YouTube is the world's second largest search engine. During our live fundraiser donations were made from as far away as India. (YouTube accepts all currencies)
- **Excitement Galore:** A Bubble Machine, a Balloon Pump and even Confetti Cannons were used to encourage live donations throughout the broadcast.
- **Authenticity:** Live streaming is a chance for large communities to interact with each other in real-time. This is the ideal technology to thank viewers for their donations. Taking things a step further the StreamGeeks even initiate rewards for live viewers around the world.

"It was great to break away from the traditional elevator pitch and networking events that we normally only have access to when getting our message across."

"The fun and goofy element allowed the personality behind Kathleen to shine through when talking about CVC. I think today's show allowed the audience to understand what our organization does, and it did so in a real conversation."

**-Laura Simpson
Marketing/ Development Coordinator**



On the right hand side of the YouTube live stream viewer have the ability to donate. As you can see donations are color coded and can be used to trigger devices anywhere in the world.

FREE LIVE FUNDRAISER SETUP GUIDE

Download our guide for "Making Fundraisers Fun Again"

Our free guide includes step by step instructions along with free adobe after effects templates to setup a live stream just like this one!

Download our free guide at <https://streamgeeks.us/fundraising>



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