11ᵗʰ Annual Diamond Club New Year's Eve Streamathon

Presented by <> Game Night

OUR MISSION:

Provide an annual 27-hour continuous livestream that covers New Year's celebrations for all time zones worldwide with entertainment of all sorts while maintaining a public live chat so no one must spend New Year's Eve alone, using the time to raise money for a worthy humanitarian cause.

Previous successes:

Event	Time Streamed	Team Members	Amount Raised	Cause
10ᵗʰ:	27:00	12	$3,000.00	extra-life.org
9ᵗʰ:	27:00	14	$6,046.32	extra-life.org
8ᵗʰ:	27:00	16	$7,052.07	extra-life.org
7ᵗʰ:	27:00	20	$10,445.69	extra-life.org
6ᵗʰ:	27:00	16	$6,456.57	extra-life.org
5ᵗʰ:	27:00	14	$2,777.20	extra-life.org
4ᵗʰ:	*26:30	13	$1,179.99	extra-life.org
3ʳᵈ:	27:00	12	$2,023.00	donatelife.net
2ⁿᵈ:	27:00	9	$2,073.00	extra-life.org
1ˢᵗ:	24:24	1	$347.00	Team Blurch

(* the 4ᵗʰ event was plagued with technical issues, including one streamer's neighbor's house catching fire and forcing evacuation)

This year's platforms:

We will be utilizing Twitch as our streaming platform, partnering with extra-life.org for donations, and holding back-channel communications and coordination on Discord.

There are changes to the back-end presentation via dcstreamathon.org, the Twitch Stream Together feature and the dcStreamathon Twitch channel due to Twitch discontinuing the auto-hosting feature, but these changes should be fully transparent to participants outside the production team.

We do require that you stream on Twitch during your time slot. However, Twitch has since allowed simulcasting on other major platforms such as YouTube, Kick and others. If you would like to simulcast to other platforms, you may do so, however we ask that you point viewers to the main website https://dcstreamathon.org so they can continue to enjoy the Streamathon after you go offline.

This year's goals:

The goal each year is to surpass our all-time record amount in donations, so our goal this year is $10,446.00

Additionally, we would like to improve our ranking on extra-life.org's leader chart. Last year we came in 491ˢᵗ place, so this year we want to make it into the top 100 teams worldwide.

Streamers

Pre-Event Requirements

- ● Have a member of your team in the #streamers channel of the <> Game Night Discord
  - ○ https://dcstreamathon.org/discord
  - ○ All production communication will occur here during the event
- ● Have a member of your team schedule a test call with Willie in Twitch's Stream Together feature to ensure proper settings are set based on your stream workflow
  - ○ https://twww.twitch.tv/popout/dcstreamathon/guest-star
- ● Donations can be sent to either the Team Page or you can create your own page and join the team by clicking the "JOIN OUR TEAM" button
  - ○ https://dcstreamathon.org/donate
  - ○ In addition, contact Willie to get a fancy donation URL if you created your own Extra Life page. For example: https://dcstreamathon.org/gamenight

Event Day

- ● Before your stream
  - ○ Announce you are present 15 minutes prior to your scheduled time in Discord
    - ▪ This keeps the production team from panicking
  - ○ Join the Twitch Stream Together call 10 minutes prior to your scheduled time
    - ▪ This will allow you to check your settings before you go live
    - ▪ https://www.twitch.tv/popout/dcstreamathon/guest-star
  - ○ Go live at least 5 minutes prior to your scheduled time
    - ▪ This allows the streamer before you to begin their wrap-up and prepare to raid you
  - ○ Watch for the raid from the previous streamer, as this will be your queue to begin
- ● During your stream
  - ○ Maintain a live presence in the chat
    - ▪ You don't need to respond to everything, but enough to let chat know you're reading it. Most streamers do this naturally.
  - ○ Solicit donations to our extra-life.org team (https://dcstreamathon.org/donate)
  - ○ (Optional, but appreciated) Mention mental health resources for people going through lonely times. A list is provided below.
  - ○ Celebrate the NYEs occurring during your stream
    - ▪ This can be a quick mention, but we prefer to make a big deal out of it
- ● At the end of your stream
  - ○ Monitor the Discord to make sure the streamer following you is ready
  - ○ Raid the streamer following you at the half-hour
  - ○ Hang around in the Discord for a few minutes to make sure the transition happened smoothly

Helpful tips

- Extra-life campaigns end at Midnight PST, so if you are recording your stream to publish as a podcast or other form of time-shifted content, please direct people to dcstreamathon.org/donate as this link will always forward to the current year
  - This can be edited in after the fact
  - If you want to continue receiving pledges to your dedicated page, create a new page on January 1st and Willie will make sure it appears on the Extra Life home page so people can donate in the new year
- A great way to solicit donations is by providing digital goods (e-books, digital art, voicemail memos, VO for podcast stingers), opportunities to ask questions, call-ins, etc.
  - Providing physical goods in exchange for donations is highly discouraged, may cause tax issues, and may be illegal in your locale…plus it's hard and can be expensive

Links

- The Streamer Toolbox contains audio stingers, graphics, and plenty of other resources and is updated often
  - https://dcstreamathon.org/streamers
- You can track New Year celebrations here
  - https://www.timeanddate.com/counters/multicountdown.html
- The full Streamathon schedule is here
  - https://dcstreamathon.org/schedule
- The dcstreamathon.org website will be hosting all streams and is a great place to direct your audience if they'd like to catch the event before or after your stream
  - https://dcstreamathon.org
- If you notice a viewer in trouble, please refer them to the following
  - https://988lifeline.org
  - 988 within the United States

IF YOU HAVE ANY QUESTIONS OR NEED ASSISTANCE WITH ANYTHING MENTIONED ABOVE

Email: dcstreamathon@gmail.com

Ask in the #streamers Discord channel: https://dcstreamathon.org/discord