



## Child's Play Fundraising Guide

### Introduction:

Child's Play was born in 2003 after Mike Krahulik and Jerry Holkins of Penny Arcade, in response to how video games were portrayed negatively by the media, challenged their fans to help support Seattle Children's Hospital. An Amazon Wishlist was set up and in less than one month, the charity raised over \$250,000 in cash and toys for Seattle Children's hospital.

Child's Play is a game industry charity dedicated to improving the lives of children and teens in children's hospitals around the world through the power of play. Child's Play currently has a network of over 180 children's hospitals worldwide as well as nearly 200 domestic violence shelters across the United States. That is where you come in. We have always been very thankful for the support received from our community. This guide will help answer questions about how you can help us power up our mission to help kids Play Games, Feel Better.®

There are many ways you can fundraise and support Child's Play. Here are some suggestions for a few.

### Have a charity stream

One way that many people help is by hosting a charity stream. Depending on what platform you choose to stream on (Twitch, Mixer, YouTube, etc) and what content you want to stream, there are many tools you can use to help make this a fun way to raise money.

### Broadcasting software

There are many different types of broadcasting software out there, but here are two of the more popular ones that many streamers use.

[StreamLabs OBS](#)

[OBS](#)

## Donation tools

Your audience needs a way to give money to Child's Play. These donation tools take care of that for you.

[DonorDrive](#)

[Tiltify](#)

For help with attaching donation tools to StreamLabs, the following links can help.

[How to set up DonorDrive with Streamlabs OBS](#)

[How to set up Tiltify with Streamlabs OBS](#)

If you are using a different broadcasting software platform, we recommend consulting their website.

## Non-streaming events

There are other ways to fundraise besides streaming. Board Game Nights, Bake-offs, Pub Crawls, and Trivia Nights are some of the many different ways our supporters have raised money.

Fundraising around life events and personal accomplishments (memorials, weddings, graduations, birthdays) is an excellent way to honor the occasion and support a great cause. Information on how to send your donations to us can be found below.

If you are holding a physical event and accept cash donations, you can mail your check to **Child's Play**:

**Child's Play**  
**9660 153rd Ave NE**  
**Redmond, WA 98052**

Please include information with the check such as the name of the event and contact information.

Our PayPal Address is:

[donate@childsplaycharity.org](mailto:donate@childsplaycharity.org)

Our 501(c)3 ID: 20-3584556.

We also have the [Child's Play Widget](#) as a way to accept donations. The widget allows you to easily create and take in donations for your event.

Once you decide the details of your event whether it be a charity stream or a Trivia Night, make sure to add it to our [Events](#) page on our website and to tag us in social media posts, that way we can help share your event.

## Facebook Fundraisers

If you have a Facebook page, setting up a fundraiser is simple with [Facebook Fundraisers](#). Whether it be for your birthday, or in honor of someone, you can create a dedicated fundraising page for Child's Play. Friends can donate in a few taps without leaving Facebook, making it easier to collect donations!

## Cosplay for Childsplay

Cosplayers can fundraise with our Cosplay for Child's Play campaign. It is easy to sign up to participate. Money can be raised at any convention or cosplay event easily by using [Mobile Cause](#).

Step 1: Cosplayers text "cosplay" to 71777 and sign up as a Fundraiser. You will be assigned a number.

Step 2: When someone asks for a picture or compliments your costume ask (nicely) if they want to donate by texting Text COSPLAY(your #) to 71777.

Step 3: Profit (for Child's Play).

## eBay for Charities

We have had folks contact us wanting to donate older gaming systems, games, and peripherals. Unfortunately, we are unable to accept those items as donations. Hospitals don't accept them because of infection control precautions. eBay for Charities allows individuals to designate all or a portion of the sale of the item to their favorite charity. Learn more at <https://www.ebayforcharity.org/>

## Amazon Smile

If you shop on Amazon, there is a simple way to donate to us. When you shop on [AmazonSmile](#), the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to Child's Play if you make us your charity of choice. Once you sign up it does this automatically. Every item available for purchase on [www.amazon.com](http://www.amazon.com) is also available on AmazonSmile ([smile.amazon.com](http://smile.amazon.com)) at the same price. You will see eligible products marked "Eligible for AmazonSmile donation" on their product detail pages.

Read more about Amazon Smile [here](#).

## Employee Giving

Workplace giving is an easy and efficient way to make tax-deductible donations to the charities you care about, typically with donations taken directly out of your paycheck. Many companies will match those efforts. Check with your Human Resource department for details.

If you have any questions regarding fundraising for us, please send us an email at [info@childsplaycharity.org](mailto:info@childsplaycharity.org)