



## GET GAMING, GET REWARDED

Fate can sometimes be unkind to pets.  
Too many end up poorly treated, sick,  
injured or even homeless. But with your  
help, that doesn't have to be their future.

**So power up your PC or console, even  
take things to the tabletop and play for  
pets this Christmas!**





## WHAT IS PAWS 2 PLAY FESTIVE QUEST?

**A part of our Paws 2 Play gaming for good campaign, it's a chance for casual gamers, dedicated streamers and everyone in between to get involved and raise money for Blue Cross and pets in need.**

Sign up for the challenge and then play or stream your favourite games for 24 hours this December and collect sponsorship to help change the lives of vulnerable pets.

That's just an hour a day so no matter how busy the festive prep gets, you can still find the time to press paws 2 play! Of course, if you want to dial up the difficulty you can always take on a 12 or 24 hour marathon to rack the hours up!

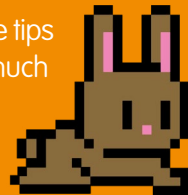
Get sponsored to take on the challenge and raise money to help pets in need.

## HOW DOES IT WORK?

**Once you've visited [bluecross.org.uk/festive-quest](https://bluecross.org.uk/festive-quest) to sign up, your next step is to launch your Tiltify fundraising page which you can share to collect sponsorship as you go.**

Once you're signed up it's up to you how you want to complete your challenge. Online or offline, streaming or solo, console, mobile, PC or even tabletop, just play 24 hours between December 1st and Christmas Day and you'll soon be a pet hero! Whether you prefer relaxing on your island in Animal Crossing, speedrunning some classic Crash Bandicoot, or having some fun with Fortnite. You can play any game, however you want.

Get creative and set yourself some extra challenges or forfeits using the tips and tricks in this guide. Share your fundraising page and updates as much as you can to earn those donations and unlock some exclusive Festive Quest rewards which will be sent out once the challenge ends!



READY TO PLAY?  
3 - 2 - 1,  
LET'S GO!



## COUNTDOWN TO CHRISTMAS

- ✓ Signed up?
- ✓ Launched your fundraising page?

**Don't miss out on this limited edition early bird reward for taking part in Festive Quest.**

Raise just £10 on your Tiltify fundraising page by the 24th of November and we'll send you an exclusive Festive Quest Advent Calendar to get you in the festive spirit and ready for the start of the challenge on December 1st.

Open a door each day as you complete an hour of your challenge and you'll find stories about the pets you're helping as well as an exclusive prize draw featuring giveaways of games and Blue Cross goodies.

## WANT TO MAKE SURE YOU DON'T MISS OUT?

**Donate £10 yourself to kick start your fundraising as soon as you sign up. Festive Quest is completely free to enter, but by donating to yourself you'll be helping us change the fate of pets before you even start the challenge!**

Even if you miss out on the early bird reward, all fundraisers will have a chance to unlock a stocking full of goodies which we'll send to you once the challenge finishes.

There's no need to send us any proof that you've finished the challenge. Whether you have the calendar or not, we trust you! The rewards you can receive for taking part are all based on your fundraising totals, so when the challenge ends you'll automatically be sent a stocking full of goodies based on how much you raised for the pets. If we do have any problems, we'll get in touch via the contact details you provided at sign up.

We still recommend you keep track of your progress though as sharing updates with friends, family and fellow gamers is the perfect time to share a link to your Tiltify fundraising page to collect some extra donations!

To make things really easy, we've created a free PDF tracker you can download here – [bluecross.org.uk/festive-quest-resources](https://bluecross.org.uk/festive-quest-resources)

You'll even find some milestone markers that are perfect for sharing on social media.





## REWARDS

It wouldn't be a quest without some proper treasures at the end would it? As well as the early-bird advent calendar and prize giveaways, you'll unlock these amazing rewards as you fundraise.

### Raise:

**£25** Finish your quest and feel like a real hero when you receive a medal for helping to save pets

**£50** As well as the medal, you can add this pin badge to your haul

**£100** Now you're talking! Unlock the medal, pin badge and a Pawsome t-shirt

**£150** You're a-head of the pack, earn all the medal, pin and t-shirt as well as this hat to keep you warm in that winter weather

**£250** It's a big challenge, but what a reward! Unlock everything else and your very own Festive Quest jumper too.

We'll be sending all your rewards once the challenge has finished (and we've had a couple of days off for Christmas!). You can see our full T&Cs about what qualifies towards the rewards [here](#).



## FUNDRAISING MODE ENABLED

**Take your usual gaming sessions and supercharge them with fundraising mode! Once you've signed up, make sure to launch your Tiltify fundraising page. That's level one on your journey to becoming a pet hero.**

Take some time to customise your campaign page before you publish it to really unleash some pet-ential!

- Add your livestream or a photo to make your page stand out, if you're not streaming you could link a video from our YouTube to show potential donors the work we're doing.
- Don't forget to add a story into the description section so people know what it's all about when they visit. Let them know why you're on that team, have you got a pet who is inspiring your fundraising or a connection to Blue Cross?
- Set yourself a target and let your friends and family know what a difference hitting it would mean to you and how it would help pets in need. There are some facts and figures you can use at the back of this guide.
- Add some extra features to your challenge to give your supporters a reason to donate! Whether it's a poll to end the debate of cats vs dogs, rewards such as for a £5 donation you'll name a character after someone or even a milestone saying that once you raise a certain amount you'll do a forfeit! Get creative and check out some of the great ideas from others in our Discord if you need inspiration.
- Lots of employers offer matched fundraising so ask to see if it's something your company offers. If they do, you could double your fundraising total as every pound donated to your page will be matched by them!

Your page can be perfectly set up, but remember you need to share it and shout about it so people know to donate to you! Use social media, message friends and family directly and don't forget to thank everyone who donates too.

We've got some great resources you can use to promote your challenge [here](#). If you need any extra help, feel free to ask in Discord or email us at [paws2play@bluecross.org.uk](mailto:paws2play@bluecross.org.uk) and we'll do our best to help you out.



## GOING LIVE

While not everyone wants to broadcast live on the internet, it can help to make potential donors feel more connected to your fundraising.

### Get connected

Add a livestream directly to your fundraising page from Twitch, YouTube or Facebook. Or if you prerecord your content, link your latest video instead. If you're streaming on Twitch, enable the Tiltify fundraising extension by following these easy steps to make it even easier for people to donate to your challenge [here](#).

### Overlays and Alerts

Quickly and easily set up a custom overlay which displays your fundraising total, latest donors, milestones and more live on your stream. Simply set up the widgets you want to use and copy the URL to use as a browser source and you're good to go. Take a look at the quick tutorial from Tiltify [here](#). You can even add Gifs and sounds for custom alerts each time you receive a donation!

### Shout About It

Set up some commands for chat or a bot so a link to your fundraising page can be shared easily and talk about why you are collecting donations while streaming. You can use some facts and figures about Blue Cross from the back of this guide to tell people how they will help.

### Plan ahead

Set up and announce any challenges or incentives you'll have and give yourself time to promote your stream beforehand on any social media you use including Discord. You can even add your schedule to your campaign page so if you're doing a stream in fancy dress or with your pets, people will know when to tune in!





## CHALLENGE ACCEPTED

Once your page is set up, you can do your own thing and get inventive to decide how to earn those donations, we've seen some incredible ideas from our community during previous challenges, here are just a few to get your creative juices flowing!

- Dial up the difficulty and try a marathon. 6, 12 or 24 hours in one sitting is a big challenge! Extend your play time up to that limit for each donation you receive!
- Set up a pet cam and reward viewers by cutting away to any furry friends when donations are made. For higher donations you could even give your pet a treat!
- Set a milestone and if you hit it, then it's time to cosplay as a character suggested by your donors.
- Have a food you can't stand the taste of? Brave enough to try some every flavour jelly beans? Make it so every donation of a set amount means you have to take a bite.
- Set up a poll and ask donors to choose which game you play next or for your final stream. It could be a change from your usual games and scary or silly making it great fun for people to watch.
- Try to complete a game 100% before the challenge time runs out or step it up and go trophy hunting to see how many you can find and run a sweepstake where friends and family donate to enter and see who gets the closest to the amount you finish the month with and give them a prize!
- Play with some self imposed rules or challenges, could you cope with the chaos of a 100 pet challenge in the Sims? Or a randomised nuzlocke in Pokemon?
- Reward donors by naming characters in your game after them!
- Have donations handicap you somehow, from inverting controls, playing blindfolded or even something in game like releasing a pokemon to the wild everytime someone donates, it's frustrating but fun and unpredictable
- Mix things up and add various in game and real world forfeits and rewards to a wheel of fortune and spin it after each donation. It might be you get a treat, have to put on an item of fancy dress or even wax your legs or dye your hair, it's up to you and your friends what goes on the wheel and how often you spin it!
- Livestream anything, it doesn't have to be a video game either. From chatting and chess, to live music, reaction videos or even a game of Dungeons and Dragons. Have fun and play for pets your way.
- Take things to the tabletop and play board games with friends and family, the loser can make a small donation to your page. You could even do this as a regular event!



# PLAY IT SAFE

We want to make sure you stay safe whilst you're playing for pets so we've put together a few top tips to help you whilst taking on your Festive Quest.

## Look after yourself

While it's up to you how to complete your Festive Quest, if you do choose to play for a long amount of time in one sitting, and especially if you are doing a marathon session remember to look after your health. Make sure to take regular breaks away from the screen, have a walk around, keep hydrated, grab a healthy bite to eat and use the loo when you need to. It doesn't matter what point you're at with your fundraiser, if you feel unwell at any point make sure to stop.

## Keep it personal

Whether you're streaming or gaming online, keep your personal details safe and don't share them with anybody. If you're running a tournament, we recommend only inviting players that you know. Donations made through Tiltify are safe and secure and so all you need to share is the link to your fundraising page rather than emails, bank details etc.

## No Trolls

If you come across anyone that is being a bully, threatening others or intimidating them, block them and report them. If you can, we also recommend setting up a trusted friend as a mod for your chat and if that's not possible you can find a number of free bots that can filter and remove certain messages for you so you can keep your focus on having fun. If it gets too much for any reason, stop your challenge.

## With great power comes great responsibility

You're a streaming superhero but please remember you're responsible for the content of your stream at all times. Don't do anything that might put you or others in danger as part of your fundraising and remember that if it's online, it's public so don't say anything that could be taken the wrong way. If your stream does feature games that aren't family friendly then please make sure to mark your stream as mature content to help protect younger supporters.

## We're for pets

Hopefully you are too if you're raising money for Blue Cross! Please remember that you are representing the charity when you fundraise for us. If you are unsure of something you want to play or do on stream would be ok please check with us first by emailing [paws2play.bluecross.org.uk](mailto:paws2play.bluecross.org.uk). We can also help to answer questions about the charity that you might receive whilst streaming for us but if you don't know the answers please don't guess and give out the wrong information, just drop us a line and we'll do our best to help.

## Under 18's

As with all of our fundraising events, we ask that you get parental permission before taking part. If you have any specific questions, please email us at: [paws2play@bluecross.org.uk](mailto:paws2play@bluecross.org.uk)





## HELPING PETS IN NEED ACHIEVEMENT UNLOCKED!

Remember both before your event and during it to let people know why you've taken on your gaming mission for Blue Cross. Here are some key facts about the charity to help you explain why you're fundraising, recognise donations and give your supporters a thank you shout out on stream.

- Blue Cross is a charity that has been helping sick, injured, abandoned and homeless pets since 1897. Blue Cross believe in helping pets, because they help us. We help thousands of pets each month and with your support we can give back to even more pets in need.
- We help find happy homes for abandoned and unwanted pets and keep pets healthy by promoting welfare and providing treatment.
- Our vision is that every pet will enjoy a healthy life in a happy home.
- Our lifesaving work for pets would not be possible without the extraordinary generosity of supporters like you.
- We have 11 rehoming sites across the UK to help pets find their forever homes.
- We have 4 animal hospitals to provide lifesaving treatments for pets including one in Victoria which opened its doors in 1906 and is believed to be the first facility of its kind in the world!



## WE MADE A BIG DIFFERENCE IN 2020

**4,831**

pets helped by our rehoming services



**14,209**

calls and emails were answered by the pet bereavement service



**56,449**

children and young people were educated about pet welfare by our education team and volunteers



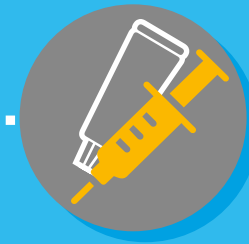
**1,392**

behaviour consultations were carried out



**32,059**

pets helped by our veterinary service teams during the year



**£2** could keep a cat warm and safe at one of our centres for a day

**£5** could pay for a kitten to be microchipped, helping owners to be reunited with their loved pets should they ever go missing

**£11** could help pay for fresh bedding for a rabbit at one of our centres

**£20** could fund an unwanted horse's basic hoof care

**£48** could buy eight feeding bottles for hand reared kittens that have no mum to look after them

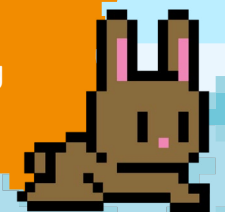
**£100** could pay to health check a litter of 6 unwanted puppies

**£250** could pay for 10 cats to receive their essential vaccinations from our vets

**£574** could help cover the costs of caring for a pair of rabbits until they find their new homes

**£1000** could cover the cost of leasing four of our animal ambulances for a month

**£1600** could pay for the expert behaviour training and care our teams give to a horse in need





# THANK YOU....

Just by getting in touch and thinking about launching your Paws 2 Play fundraiser, you've taken the first step towards doing something incredible for pets.

Make sure to shout about your fundraiser on social media using #FestiveQuest and let us know what you're doing by keeping in touch on:



@The\_Blue\_Cross



twitch.tv/the\_blue\_cross



discord.gg/rGPNuPw

and remember you can always email us at  
**Paws2Play@BlueCross.org.uk**  
if you need any other help and advice.

**BLUE** FOR  
PETS  
**CROSS**

