

Gaming Fundraising 101

Presented by Marc Almanzor

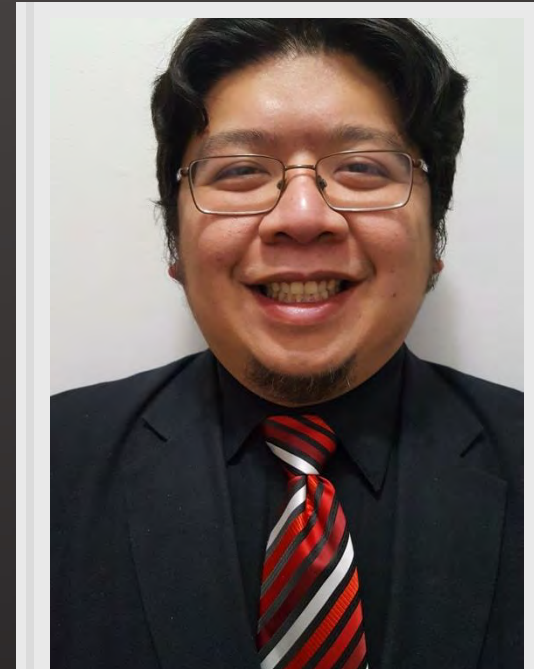




MGA FUNDRAISING

Make Gaming About Fundraising

- 15 years in nonprofit fundraising + 6 years on Twitch
- Esports Trade Association Fundraising Committee co-chair
- New Jersey Extra Life Guild Advisory Committee
- 4 x Extra Life medal winner
- Clients include: Easterseals, International Fund for Animal Welfare, Children's Cancer Cause



Marc Almanzor

mgafundraisingllc.com

Agenda

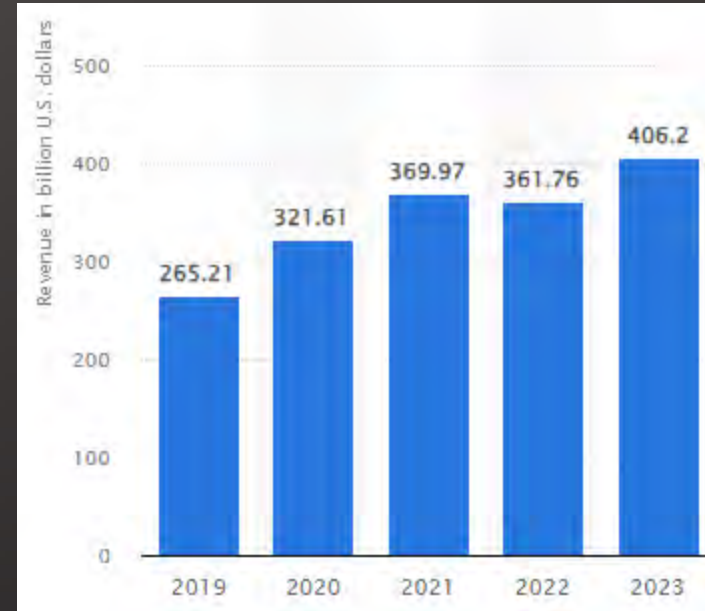
- Why fundraise in the video game space
- What a multi-channel gaming fundraising program looks like
- How to get started
- Examples
- Challenges & Solutions

Why fundraise in the video game space

- Huge market
- Age and gender diversity compared to traditional fundraising channels
- Complementary with traditional channels

Why fundraise in the video game space

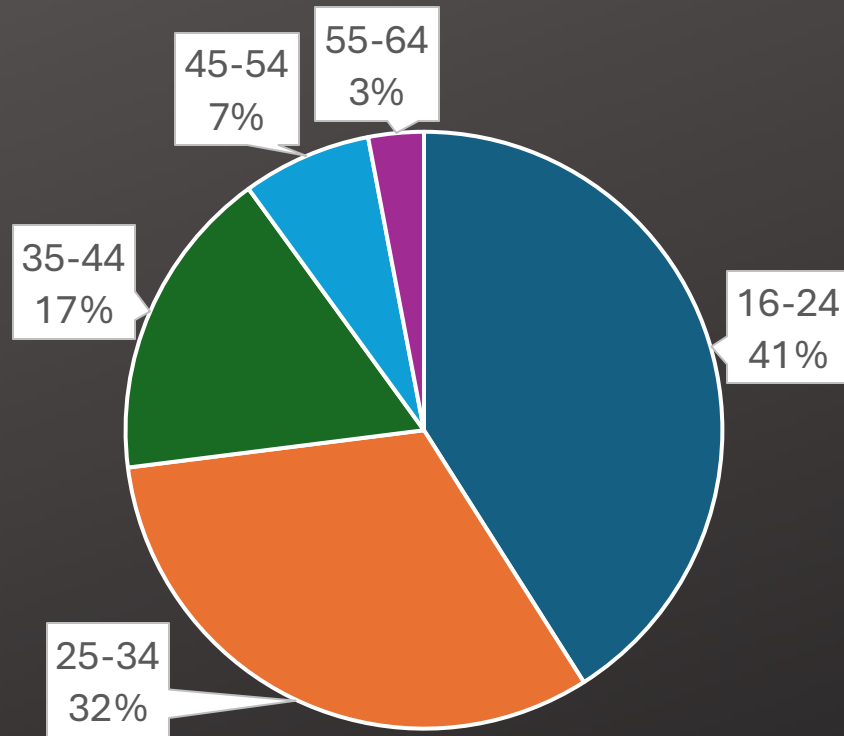
- Revenue at over \$400B
- Projected to grow to \$667B by 2029
- Market = not just games.
 - Publishing
 - Distribution
 - Hardware
 - Accessories (e.g. headsets, chairs, controllers)
 - Virtual Goods



statista

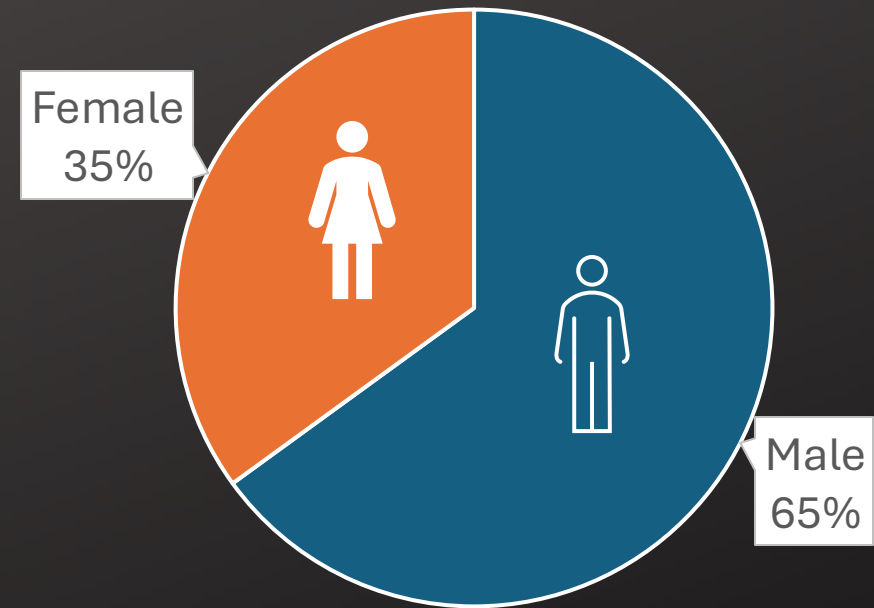
Twitch Demographics

Age



■ 16-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64

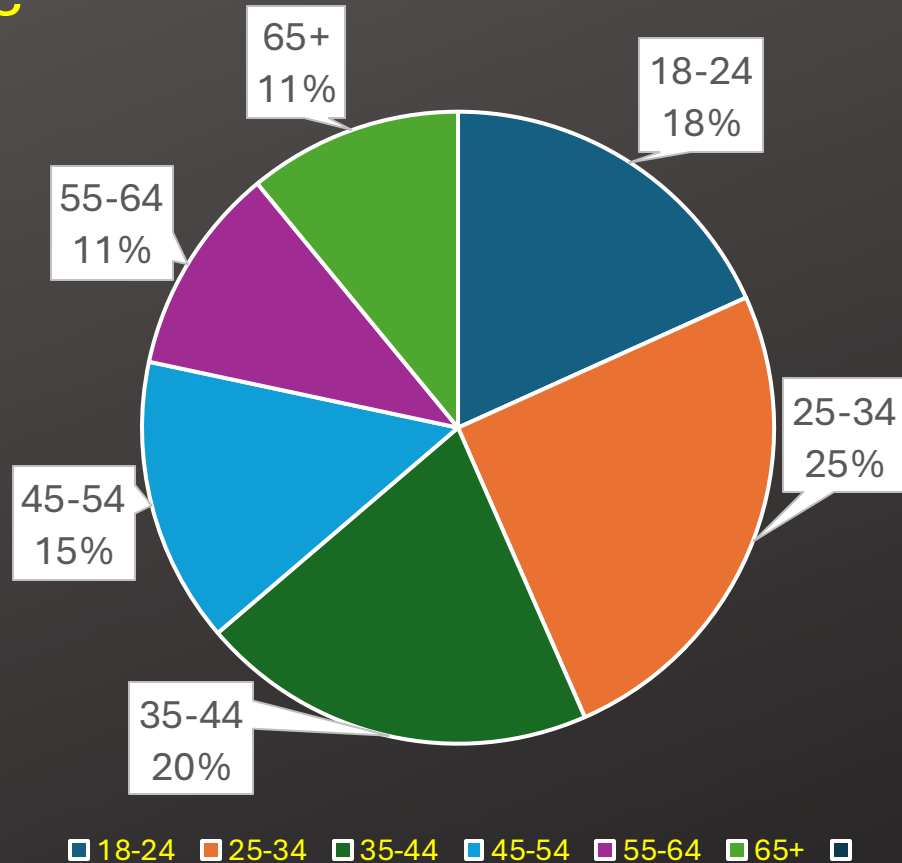
Gender



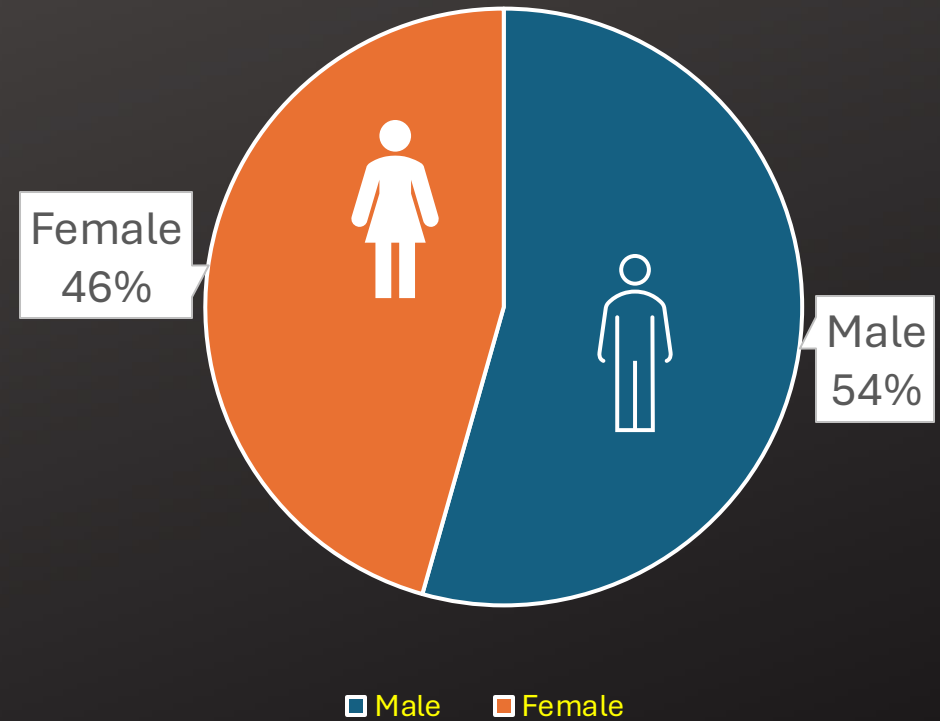
■ Male ■ Female

YouTube Demographics

Age



Gender



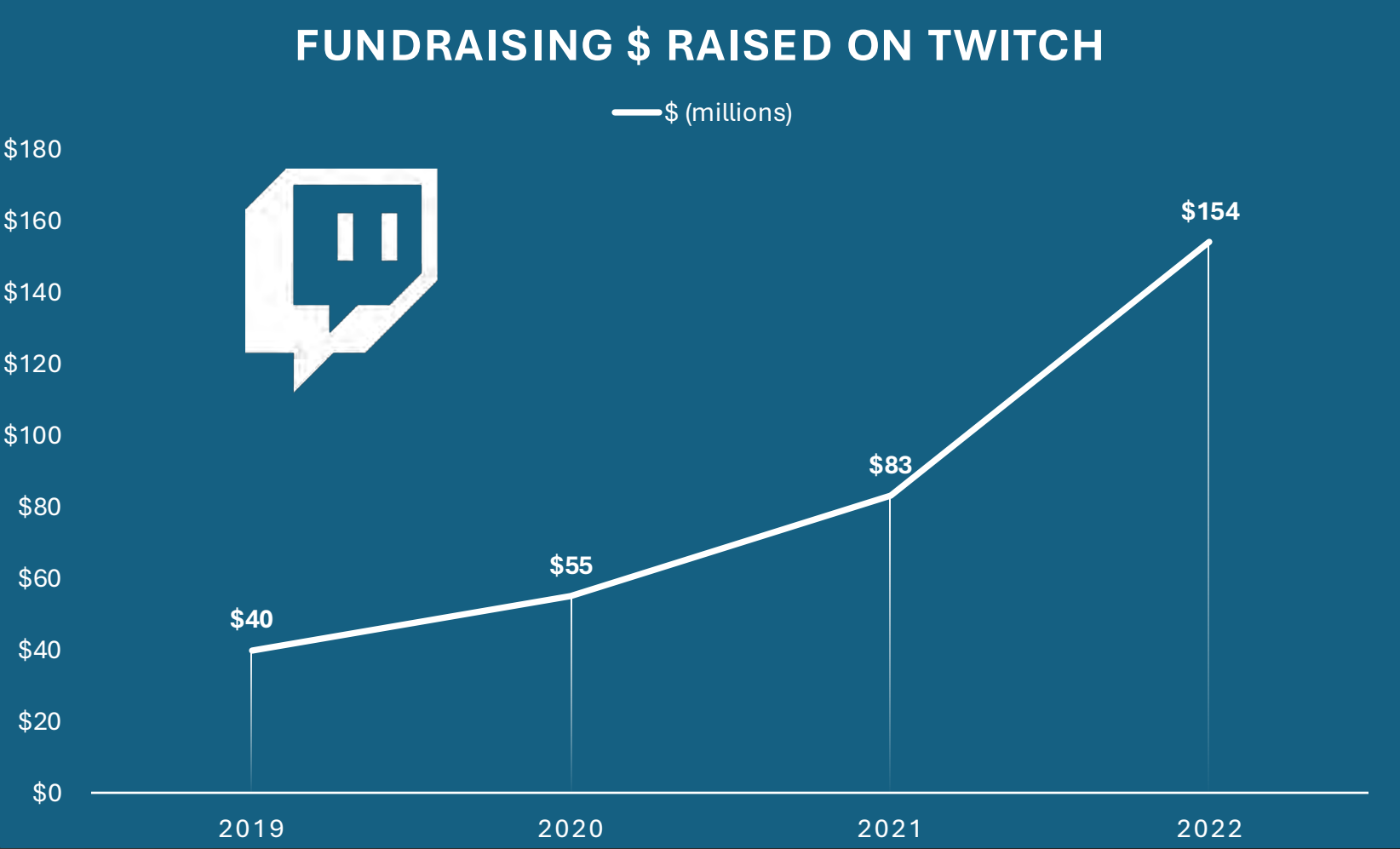
What a Multi-Channel Gaming Fundraising Program Looks Like

Digital	Corporate	Grants	Events	Direct Mail
Peer to Peer	In-game purchases/sales bundles	Social Impact	Face2Face	Acquisition
Influencer Marketing	Sponsorships	Game development	Hybrid/Virtual	Cultivation
Social Media Marketing	In-kind	Government		Premiums

How to Get Started

- Create a field in your CRM to store gamer name
 - Communications must use this name, not their real name
- Establish Peer2Peer by creating fundraiser toolkits
 - Talking Points
 - Visual assets
 - Social media shareables
 - Video assets (1-3 minutes)
- Enroll in Paypal Giving Fund
 - Twitch Charity
 - Humble Bundle
- Assess your Board, Major Donors, and Workplace Giving pool for potential corporate prospects
 - Consider brands non-endemic to gaming space

Twitch's established history of peer to peer fundraising success

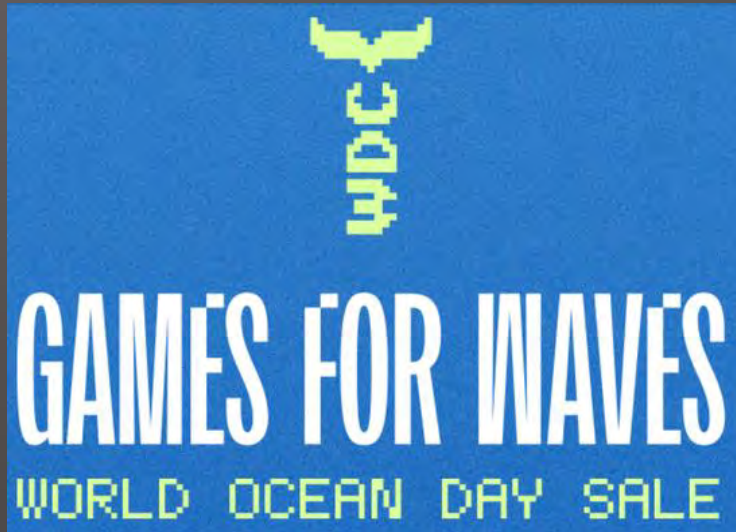


Organizations partnering with content creators to produce hybrid/live peer2peer fundraising events:

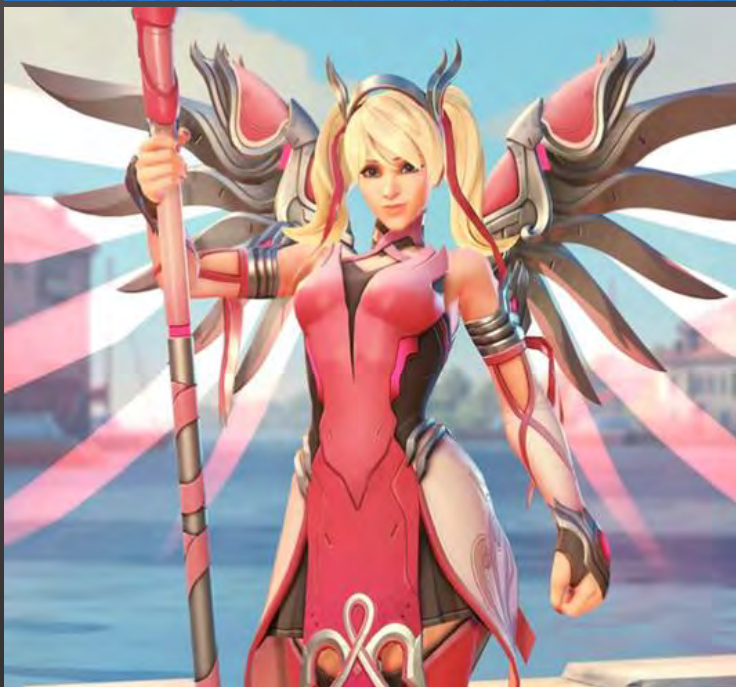
- Gaming Community Expo (St. Jude) - \$23M since 2015
- Z-Event (Amnesty International) - \$6.2M in 2020
- Thankmas (World Central Kitchen) - \$6.1M in 2023



Examples of Nonprofit & Corporate Collaborations



Steam curated games from 45 developers and publishers for World Ocean Day 2023 and raised £693K/\$879K USD for Whale & Dolphin Conservation (WDC)



Activision Blizzard released a custom skin for in-game purchase with proceeds going to Breast Cancer Research Foundation and raised \$12.7M USD

Examples of Nonprofit & Corporate Collaborations



Thatgamecompany releases “Healing Pack” for Sky: Children of Light to benefit Doctors Without Borders, raising over \$1M USD



Rovio initially gave \$100,000 to UNICEF in 2019, and has grown to support UNICEF programs in Senegal and Sierra Leone.

Grants in Gaming

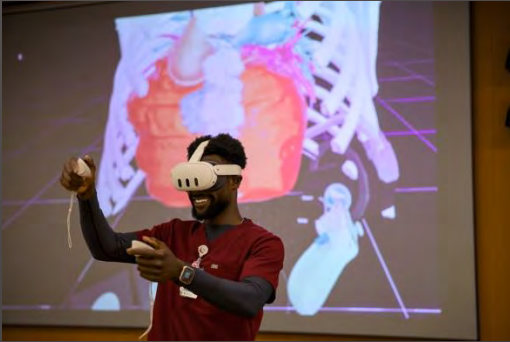


Unity for Humanity Grant

Create real time 3D social impact projects on the Unity engine

Must be charitable in nature (ie developer must be in partnership with a charity)

Open call for submission towards end of year



Epic MegaGrant

Create real time 3D social impact projects on the Unreal engine

Custom built Fortnite maps and social impact game development

Rolling applications

Direct Mail Example

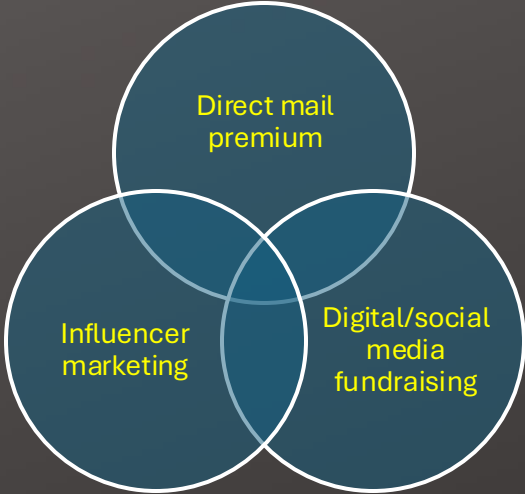
Postcards

Org: Hope For the Day

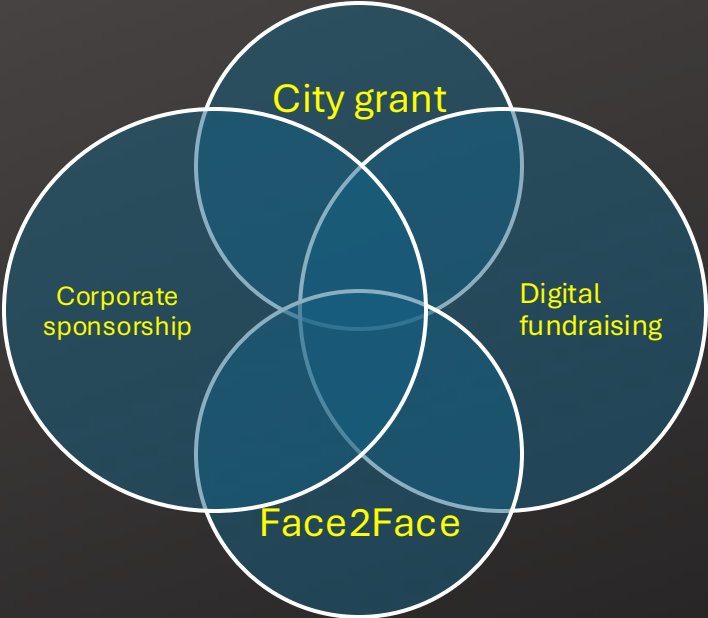
Purpose:
Recruitment/Acquisition



Synergy amongst channels



Unboxing Video



Esports
Tournament
w/charity
beneficiary



Challenges & Solutions

- Challenges

- Technological barriers
- Streamer recruitment/retention
- Audience engagement

- Solutions

- Leverage platform's client/customer support team
- Consider the overlap of different subcultures within gaming: anime, comics, and sports all share audiences

Questions?

Thank You!

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