



STREAMING

TO FIGHT FOR THE
RIGHT TO CHILDHOOD



1 SHARE, SHARE AND SHARE AGAIN

Tell your friends, family, colleagues and followers all about SAVE POINT, and don't be afraid to ask more than once - it's okay to remind people! A friendly nudge can jog their memory and boost donations. Don't forget to tag us via our social media handles too:

X: @savechildrenuk

Instagram: @savechildrenuk

Facebook: @savethechildrenuk

2 HASHTAGS

Use our hashtags so we can see your posts and others can find them too. Try #SAVEPOINT, #TEAMSAVE and #SaveTheChildren

3 LINK TO YOUR JUSTGIVING PAGE

Don't forget to always include the URL link to your JustGiving page in any posts you make online!

4 KEEP IT SIMPLE

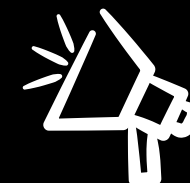
When talking about SAVE POINT and your fundraising, make sure to speak clearly and slowly, so people can understand what you're saying.

5 VIDEO CONTENT

When filming videos to promote your SAVE POINT livestream, make sure your face doesn't fill the shot, have a bit of background (as we will crop in for you!) and try not to shoot into direct sunlight.

6 SHOW GRATITUDE AND CELEBRATE SUCCESS

Thank people for the support they show you throughout your livestream! It's a great chance to remind them of the impact they've had. You can also share updates after SAVE POINT to celebrate how much you've raised and the difference this will make to children in the UK and around the world.





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MAKING THE ASK ON SOCIAL MEDIA

If you're struggling to come up with a compelling social media post – and we've all been there – here are some suggestions you can use:

I'm taking part in SAVE POINT, Save the Children's first ever gaming and streaming fundraiser! I'll be going live on [DATE/TIME] to help raise vital funds for children around the world. Drop into the stream, cheer me on, and if you can, make a donation here: [JUSTGIVING URL] Together, we can help keep children safe, healthy and learning.

#SAVEPOINT #TEAMSAVE



I'm proud to be supporting SAVE POINT, Save the Children's first ever gaming and streaming event. Join me on [DATE/TIME] as I livestream for a great cause! Every donation, no matter the size, will help give children the chance of a brighter future. Watch and support here:

[JUSTGIVING URL]
[LIVESTREAM LINK]



I'm taking part in SAVE POINT, raising money for Save the Children through a livestream on [DATE/TIME]. Whether you're tuning in for the challenge, the entertainment, or simply to support an amazing cause, I'd love to see you there. You can help create lasting change for children by donating here: [JUSTGIVING URL].

#SAVEPOINT #TEAMSAVE
#SAVETHECHILDREN



Save the
Children

FIND OUT MORE ABOUT SAVE THE CHILDREN'S WORK

Below are some powerful films you can watch to learn more about our work ahead of your livestream. You can also find out more on our [website](#).

Nearer the time, we'll also send you photos, videos and stories about our work which you can use during your livestream, along with exclusive SAVE POINT graphics and assets.



How Save the Children helped change this 13-year-old Congolese girl's future



Drones are transforming maternal healthcare in Rwanda



Save the Children-supported underground schools in Ukraine



Why no one is talking about Sudan



'Promise me I won't die' – Shaima Al-Obaidei and her time in Gaza