



Welcome pack

Stream, play, beat dementia



Welcome to our clan!

Game over Dementia is your chance to stand with us against dementia by raising funds for Alzheimer's Society. Select your game, pick a challenge and play your way.

There is no right or wrong way to raise funds with Game over Dementia. Livestream your favourite game or host a 24hr gameathon of a classic, it's up to you. This pack will help you get started, offer our top fundraising tips to get the most out of your event and show why we need your help.



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You only have two objectives

- 1** Have fun! Do it your way and make sure you have a great time.
- 2** Raise as much money as you can for people affected by dementia.

Whether or not you are or have been personally been affected by dementia, your support is invaluable.

Dementia is the UK's biggest killer. Over 850,000 people are living with dementia right now and 1 in 3 of us will be affected in our lifetime. In the UK someone develops dementia every 3 minutes, this means that for every two hours of gaming, 40 people will have developed dementia.

While there is no cure, we will continue to research for one for as long as it takes. Your support means that we can also support people living with dementia today while funding research for tomorrow.



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Five simple steps to say 'Game Over' to dementia:

- 1** Make sure you've signed up on our webpage and set up a JustGiving page.
- 2** (Optional) If you decide to livestream, check that you've got all the necessary software installed for your event. We have a guide to setting up your stream [here](#) if you need any pointers.
- 3** Set a date, decide on your challenge and an overall target amount.
- 4** Get sharing! Social media is a great way to tell people about your upcoming event.
- 5** Log on, get gaming and raise those funds.



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Top tips to take your fundraising to the next level:

- **Choose your challenge:** We know everybody is different. Someone may choose FIFA, another Minecraft. Some want their faces all over their stream, others don't. Luckily, this is YOUR event so do whatever works for you. Whether you host a tournament with friends, endure a gruelling gameathon, grind your way through the hardest of levels or just chill and chat, the possibilities are endless.
- **Set a date in the calendar:** We know from past results that people who set a firm date and targets achieve the best results.
- **Make milestones matter:** Setting milestone targets are a great motivator and you could create challenges if those targets are achieved. For example, when you reach it you could dress up for part of your stream, eat a hot chilli or get your leg waxed. This is a great way to get you over the line and interact with your audience.
- **Sharing is caring:** Tell the world through the power of social media about your stream. You never know who may decide to watch or donate! We've got plenty of shareable content on our website to make it easy for you.
- **Resources are vital:** We have created a wide range of resources to make your event the best it can be. From Twitch overlays, social media sharing posts to a cheat sheet which can help you talk about dementia. You can find them all on our website or [here](#).



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Sian's story

Sian is a research manager here at Alzheimer's Society. She's taken part in Game over Dementia twice now, raising an astonishing total of £3,300. Along with her team, they hosted a 24hr gameathon to raise awareness and funds. It's been a fantastic way for her to merge her passion for gaming and charity work together.

Sian's stream was in memory of her father who sadly passed away in 2004 with dementia. He was diagnosed at the age of 37 which marked the start of a seven-year journey with dementia for the entire family. 'My dad was one of a kind, a loving man who loved music, cats and his motorbikes. He was outgoing, funny and had a smile that lit up rooms'. Next time, she's planning to take it up a notch in memory of her dad 'we're aiming to raise over £2000!'

We asked Sian for some of her top tips from her events:

- **Overlays are a gamechanger.** They made things smoother, more professional and gave me a chance to see my fundraising total in real time.
- **Using a wheel of misfortune.** It's a great way of driving audience participation, I think people definitely donated more often over the 24 hours to make us suffer.
- **Lots of social media posting!** We posted a lot before the stream, and then posted during so people didn't forget about us.

Whatever the reason for your stream, we hope you find some inspiration from Sian's story, and most importantly, have fun whilst fundraising.



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A huge thank you from Team Game over Dementia

We can't thank you enough for taking the time to stream for us. If you've got any questions just drop us an email at GoD@alzheimers.org.uk (we might be AFK but aim to get back to you within 48hrs) or visit our [FAQ's page](#).

Good luck!

Team Game over Dementia



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