



# GUIDE TO LIVESTREAMING

Livestreaming isn't just for gamers; it's for anyone who wants to broadcast videos of their interests. It's also a fun, easy way to raise funds for wounded warriors. So let's get started!

## CHOOSE YOUR CONTENT.

Livestreaming content should be relevant to your cause and engaging for your audience. Here are a few ideas to get you going:

- Show a live Carry Forward® training session (i.e., carry your dog, cat, or child during your workout to prepare for FIERCE)
- Explain why Carry Forward is important to you and ask for donations
- Challenge viewers to make donations tied to performance (i.e., physical or talent-based challenges for donations)

## STREAM WITH FACEBOOK LIVE.



LIVE

The easiest way to fundraise for Carry Forward is with Facebook Live. Using your personal Facebook profile, you can connect with all of your current and potential supporters.

During your livestream, link your Carry Forward fundraising page to Facebook so that friends and supporters can donate directly as they watch in real time or after you post the video to your page.

### To live stream on Facebook Live:

1. Click **Create Post** at the top of your News Feed.
2. Click [...] then click **Live Video**.
3. Write something about your live video.
4. Click **Go Live** in the bottom left.

Note: Use the Google Chrome web browser to go live from your computer.

### All live streaming devices will require:



Internet Access



Camera



Microphone

### Fundraising progress thermometer:

You can now add a fundraising progress thermometer for your personal fundraiser!

1. After you **Go Live**, click **“nonprofit”** and select **“fundraisers.”**
2. You will see your Carry Forward fundraiser, which will directly update your personal fundraising page and help you reach your goal.

FUNDRAISING  
PROGRESS





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## Other ways to live stream:

1. **Select a streaming device:**
  - Smartphone
  - Tablet
  - Desktop
  - Laptop
2. **Download one of these free streaming service apps:**
  - Smartphone/tablet: Streamlabs, Twitch, or YouTube
  - Desktop/laptop: Streamlabs, OBS, or Xsplit (Windows Only)
3. **Set up an account with your preferred streaming service.**

## After you've chosen your live stream service:

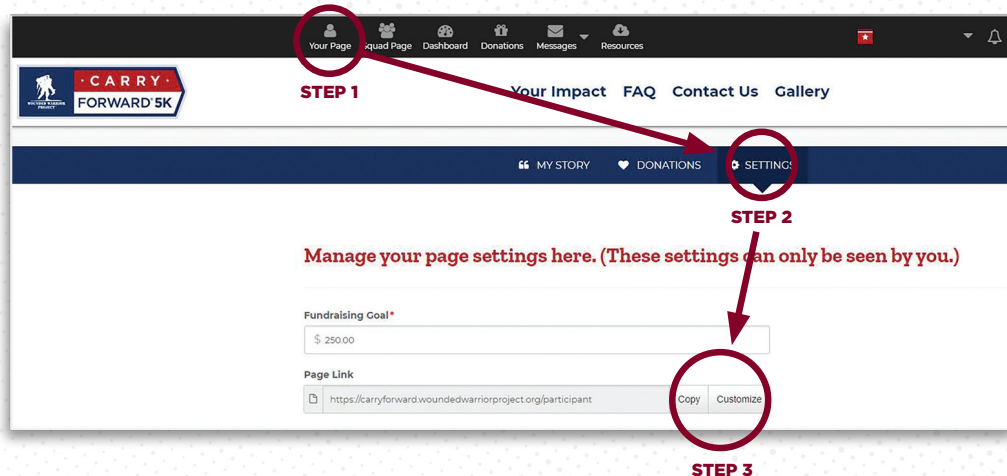
Add your streaming username to your Carry Forward fundraising page:

1. Click **Your Page** in the navigation bar.
2. Click the **Settings** tab on your page.
3. Choose your streaming service and enter your username.
4. Click **Save Changes**.

Note: YouTube requires that you enter your full channel URL, not just your YouTube username.



**Share the link to your fundraising page on social media channels, text messages, and email to let people know when to tune in.**



## WHAT'S NEXT?

- Thank your donors by reading off their names during your broadcast.
- Use the stream chat to answer questions from viewers.

Note: Use the Google Chrome web browser to go live from your computer.

If you have any questions, please contact us at [carryforward@woundedwarriorproject.org](mailto:carryforward@woundedwarriorproject.org)