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*Play games, live stream, and raise funds to help veterans on their journey to recovery with WWP Play.*



# WHO WE ARE



Wounded Warrior Project® (WWP) is transforming the way America's injured veterans are empowered, employed, and engaged in our communities. Since 2003, we've been tireless advocates for our nation's finest, improving the lives of millions of warriors and their families.

And thanks to selfless supporters like you, **warriors never pay a penny for our programs** — they've paid their dues on the battlefield.



## WHY WWP PLAY



Ask most veterans or service members how they fill their downtime (including on deployments), and playing video games will likely be part of it. A round of Madden, Call of Duty, or PUBG helps them relax, have fun, and stay connected with their friends and their community.

But **why** is this important? For many veterans, the experiences they had in the military were some of the best of their lives, filled with fellowship, meaning, and direction. Upon return to civilian life, isolation can be one of the most significant struggles wounded warriors face.

By connecting over a common passion for video games and the shared experiences of service, veterans can recreate the bonds and camaraderie they enjoyed in their military life.

*EVERY WARRIOR HAS A NEXT MISSION —  
AND YOUR STREAM CAN HELP THEM GET THERE.*



# STREAM TO SERVE



Stream to Serve™ is your chance to serve those who served us. Whether you play video games, host a cooking show, or demonstrate the perfect dead-lift form (or something else entirely), you can fundraise for injured veterans and their families. Best of all, you can do it all inside the walls of your own home, using your own setup.

## CREATE YOUR CAMPAIGN

### DECIDE YOUR FORMAT.

Video games. Playing the violin. Rapping in falsetto. Whatever it is you love to do, and your audience loves to see, we're game for it!

### PLAN YOUR TIMELINE.

It's up to you how long you choose to fundraise for. It can be for as short as a few hours, or longer than a year. You could also stream on some key dates important to the military community and WWP, like these:

- ★ **National Brain Injury Awareness Month, March**
- ★ **National Medal of Honor Day, March 25**
- ★ **Mental Health Awareness Month, May**
- ★ **Military Appreciation Month, May**
- ★ **Armed Forces Day**
- ★ **Memorial Day**
- ★ **Independence Day, July 4**
- ★ **National Suicide Prevention Month, September**
- ★ **Patriot Day, September 11**
- ★ **Veterans Day, November 11**

### SIGN UP.

Last, but not least, go to [WWPfundraise.org/StreamToServe](https://www.wwpfundraise.org/StreamToServe) and sign up. It's that easy!

# MAKE THE MOST OF YOUR STREAM

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**TEST** your live stream prior to your event and make sure everything is working. You can stream from any of the following live streaming services: Twitch, Mixer, YouTube, Facebook Live, and Twitter Live.

## PRO TIP

Use your preferred streaming service, but do keep in mind once you register your campaign at [WWPfundraise.org/StreamToServe](http://WWPfundraise.org/StreamToServe), you are able to track your donations to your fundraising campaign while live streaming at the same time, making reaching your goal organized and easy!



**REWARD** your supporters for engagement or donations! Rewards can be anything from a shout-out on your stream, a giveaway item, or even something completely custom to the content you are creating.



**PROMOTE** your event a few weeks prior on social media, and a few days prior on your current stream. That way, your audiences can mark their calendars.

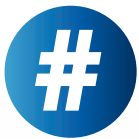
**Here is a sample post for you to share: I'm donating my stream to empowering injured veterans on [date] and [time]. Tune in or donate now at: [insert fundraising page link]. #StreamtoServe**



**INVITE** your friends to join your efforts or log in to your dashboard (at [WWPplay.org](http://WWPplay.org)) for pre-loaded scripts and templates to invite your followers, friends, or family!



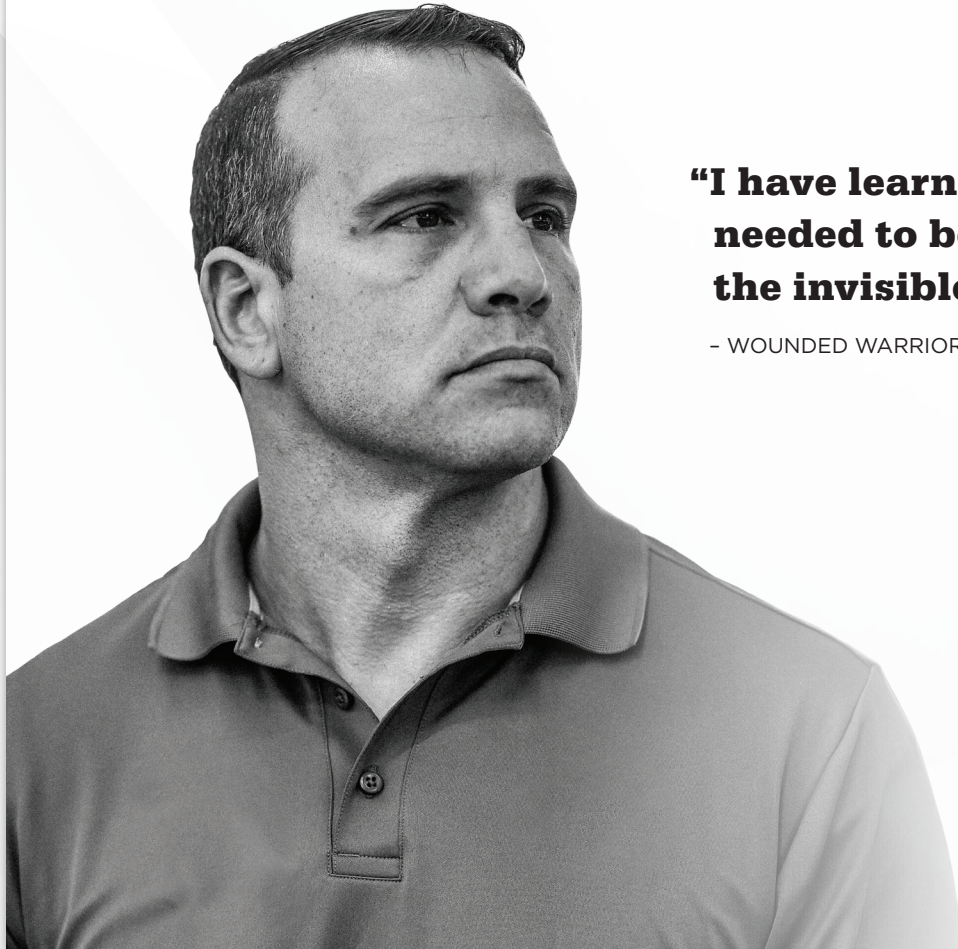
**INTERACT** with your audience during your campaign. Say their names and answer their questions. They, too, are a part of your mission, supporting wounded warriors and their families.



**GET SOCIAL.** Use the hashtag **#STREAMTOSERVE** to keep us up to date on all of your success! Share a post or tweet a message to inform friends and family of your campaign. And be sure to follow and engage with us on the following channels:



★ **THANK YOU** ★  
**FOR HELPING VETERANS ON THEIR  
JOURNEY TO RECOVERY**



**“I have learned the life skills  
needed to better cope with  
the invisible wounds of war.”**

- WOUNDED WARRIOR **BILL GEIGER**


**WE’RE HERE TO HELP! CONTACT US AT  
[WWPFUNDRAISE@WOUNDEDWARRIORPROJECT.ORG](mailto:WWPFUNDRAISE@WOUNDEDWARRIORPROJECT.ORG).**

**ADDITIONAL RESOURCES:**

**WWP:** [woundedwarriorproject.org](http://woundedwarriorproject.org)

**NEWSROOM:** [newsroom.woundedwarriorproject.org](http://newsroom.woundedwarriorproject.org)

**FREQUENTLY ASKED QUESTIONS ON TWITCH:** [help.twitch.tv](http://help.twitch.tv)



**"After I was wounded,  
gaming helped me  
manage some of the  
effects of PTSD."**

— WOUNDED WARRIOR  
**MICHAEL CARRASQUILLO** WITH HIS FAMILY



**WOUNDED WARRIOR  
PROJECT®**

4899 Belfort Road, Suite 300  
Jacksonville, Florida 32256  
[WWPfundraise.org/StreamToServe](http://WWPfundraise.org/StreamToServe)