

St John
Ambulance



INFORMATION GUIDE

WHAT IS PLAY YOUR PART?

'Play Your Part' is how you can fundraise for St John Ambulance during COVID-19 lockdown and beyond

WHAT CAN YOU DO TO PLAY YOUR PART?

We want people of all ages to fundraise for us by doing livestreams, gaming streams, TikTok challenges and so much more! By engaging with your followers and friends you can tell them about the great work St John is doing and ask them to donate and support our cause.

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WHO ARE WE?

We are St John Ambulance, the charity that steps forward in the moments that matter to save lives and support communities.

Our highly trained volunteers keep people safe, springing into action to respond to health incidents and emergencies, working alongside the NHS to save lives everyday.

The number of coronavirus cases and deaths in the country continues to rise with significant impact on the NHS, stretching its resources. As we work with the NHS to face the extraordinary demands of this health emergency, our resources are also being stretched like never before, and we need your help right now.

Our charity's work has a tremendous positive impact in society. For example, in 2019, St John Ambulance supported the NHS by treating 65,362 people and transporting 64,057 patients.

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THE DIFFERENCE YOU WILL MAKE:

£100 could help us urgently upskill and train volunteers.

Your support could help our many volunteers who need additional training in order to work safely with patients in ambulances, hospitals and in communities during this national emergency. You could also help us to train new volunteers and fast-track them through tailored training courses and continue this work long term.

£500 could support our volunteer operations to make sure they can respond quickly.

In this urgent crisis your support could be the difference between a life lost and a life saved. With your help we can make sure our volunteers and staff are connected at all times and are able to respond quickly to a fast-moving situation.

£1,000+ will support the future of St John Ambulance's work through COVID-19 and beyond.

Our role in communities and across the country has never been more vital and with your help we will save lives. Your support will enable us to continue to be the nation's leading community health and first aid charity.

SO YOU WANT TO DO A LIVESTREAM?

It's easy to set up a fundraising livestream (or a series of livestreams if you've got enough content!). You can use Youtube, Twitch, Periscope, Facebook, Instagram or any other platform you're comfortable using!

- Once you've decided what your stream is about, then it's time to set up a Givepenny, Tiltfy or JustGiving page.
- Choose your Fundraising Goal (for a stream that's over 30 minutes we suggest aiming for £100+)
- Tell your subscribers and followers what you're planning to do and why. You can share it on social media, or you might want to make a set of trailer videos in the lead-up! (Don't forget to share your fundraising page links as well!)
- After you've completed your stream, nominate up to 5 of your friends or followers to Play Their Part

SUPPORT FOR YOUR STREAM

We want to give you the best support for your fundraiser. We can help with:

- Stream Setup Information Packs
- PR & Exposure (including social media boosts)
- Play Your Part Assets (including overlays, logos and profile badges)
- St John Ambulance pictures, videos and webpage links
- Discord support group
- Up to date content
- Support through Tiltify

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WHAT ELSE YOU CAN DO TO HELP?

We want to build our own gaming and streaming community, to help support all our content-creating fundraisers and we need your help!

- **Get others to Play Their Part:**

After you've shared your fundraising stream, nominate and challenge your friends, family and followers to Play Their Part, so more people know about St John ambulance and can help support our voluntary services.

- **Help build Play Your Part:**

You can help support and moderate our future gaming and streaming channels, our future Discord server and more.

- **Help connect Play Your Part:**

If you work in the gaming industry, you could help connect us to developers and studios who have charitable enterprises or are keen to help support charities within their products.

- **Support others doing Play Your Part:**

You can help us support other fundraisers in getting set-up and ready to stream.

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KEY PEOPLE & INFORMATION

SJA Support Team Email: events@sja.org.uk

(we'll connect you with our Streaming Support Volunteers!)

Helpful Links:

- <https://www.sja.org.uk/get-involved/donate-and-fundraise/virtual-events/how-to-set-up-a-live-stream/>
- <https://www.sja.org.uk/get-involved/donate-and-fundraise/fundraising-ideas-and-charity-events/set-up-an-online-fundraising-page/>

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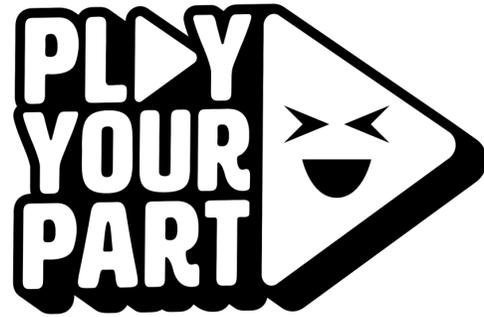
**THANK YOU FOR
PLAYING YOUR PART!**



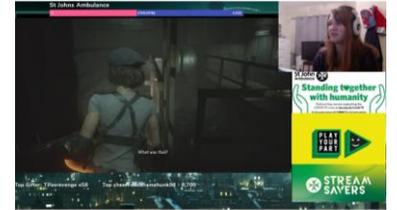
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JAMES H. & THE CSR GROUP



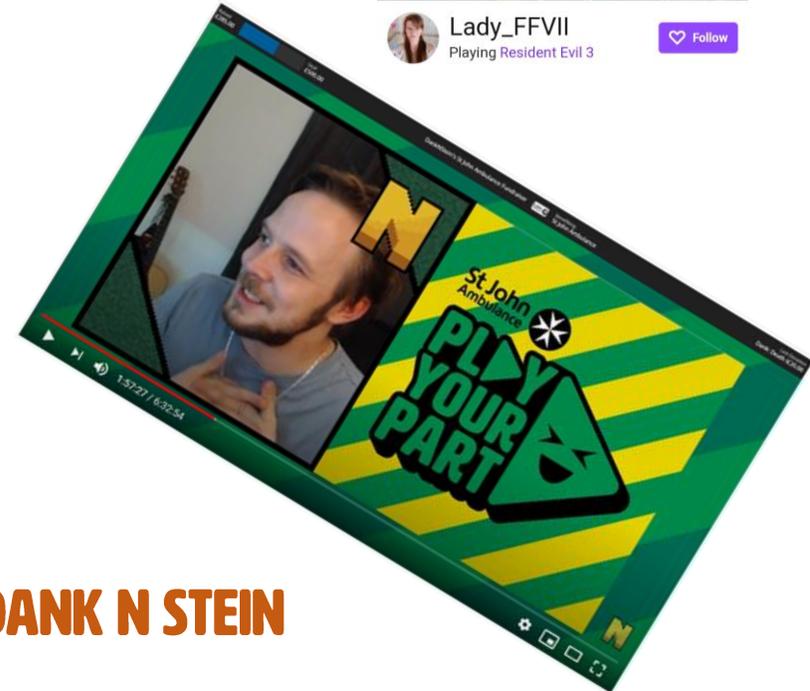
JAY M.

Lady_FFVII
Playing Resident Evil 3
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DAVID, DAVE & STEVE

WE WANTED TO SAY A HUGE THANK YOU TO EVERYONE WHO HAS ALREADY DONE A FUNDRAISING STREAM FOR US



DANK N STEIN