



Community &  
Voluntary Services  
cheshire east

# Income Generation Strategy session 4

# Welcome and Introductions

welcome

# Aims and Outcomes

To equip you and your organisation to plan for the future, identifying a diverse range of funding opportunities through a strategic approach to income generation...

**By the end of this session you should have increased:**

- Knowledge of digital fundraising methods
- Understanding of risk and impact
- Ability to action plan and bring Income Generation Strategy together

# What we'll cover today:

- Feedback from homework SWOT Analysis / Trading
- Income generation Impact Assessments - examples
- Digital fundraising – donations, shopping, raffles
- Spotlight: Speaker on crowdfunding
- Gaming 'live-streaming' fundraising
- Action planning
- Homework

# Feedback from homework

Short feedback per organisation

- Key learning
- Any issues



# Income generation - considerations

- Grants
- Trading
- Community Fundraising
- Donations

# Risk Management

- Are you a risk taker – or risk averse?
- Identify
- Determine Appetite
- Analyse
- Prioritise
- Reduce and Control
- Give Assurance



# Identifying risk

- Governance
- Operational
- Regulatory
- Financial
- Reputational





# Analysing and Prioritising risk

<b>Impact</b>	Extreme/ Catastrophic	5	10	15	20	25	30
	Major	4	8	12	16	20	24
	Moderate	3	6	9	12	15	18
	Minor	2	4	6	8	10	12
	Insignificant	1	2	3	4	5	6
			1	2	3	4	5
			Remote	Unlikely	Possible	Probable	Highly Probable
			<b>Likelihood</b>				

# Break

# Digital fundraising

- Online Giving Platforms:  
Subscription models,  
registration fees  
%fee for donations
- Shopping platforms
- Raffles and prize draws

# Spotlight – Crowdfunding

Speaker – Megan (Ruby's Fund)

# Online fundraising Gaming – Live Streaming

## What is social media live streaming?



Social media live streaming turns a video from a broadcast into a conversation. Viewers share comments and likes that streamers respond to in real time. And more importantly, build trust and engagement so they viewers want to come back again and again.

As the feedback comes in from viewers, streamers can adapt to their requests and keep content engaging moment to moment.

There are live streams and live streamers for every content type and subject imaginable, and communities of people who enjoy that content and subscribe to their favourite streamers .

The biggest live stream audiences can be found around video gaming.

## Live Streamers



They will have their own audience, often across multiple social media platforms.

Will know how to engage with their audience to get the best response.

Will have their own brand of content:

- The platform they use
- What they stream (may not be a video game based)
- When they stream
- How long they stream
- Maturity level (kids, family, adult)

Streamers are a socially conscious group.

May look upon doing a charity stream as favourable to their brand.

Often collaborate and network with other streamers to share and grow audiences.

## Main live streaming platforms



facebook




Charity Streaming Platform  
(Connects with the above)

# WHICH TWITCH STREAMERS EARN THE MOST REVENUE FROM SUBSCRIPTIONS?

Twitch offers fans a number of subscription tiers at various prices, ranging from the \$4.99 Tier 1 subscription to the \$24.99 Tier 3 subscription.

Streamer xQcOW has the most earnings from subscriptions, with an estimated total of \$1,595,167 a year from 455,246 subscribers.

TWITCH STREAMER	NATIONALITY	EST. YEARLY INCOME FROM SUBS
1  xQcOW	Canada	\$1,595,167
2  Nickmercs	United States	\$1,373,397
3  Odablock	United States	\$1,120,088

## WHICH TWITCH STREAMERS EARN THE MOST FROM ADS?

One of the largest sources of income for Twitch streamers is advertising revenue. Reports suggest that streamers receive \$1 for every 1,000 impressions. Using this we calculated the annual revenue for each Twitch streamer based on average concurrent viewership over the last seven days.

	NATIONALITY	EST. YEARLY INCOME FROM ADS
1  <b>AuronPlay</b>	United States	\$545,245
2  <b>Ibai</b>	Spain	\$456,855
3  <b>Rubius</b>	Spain	\$355,536



## WHICH TWITCH STREAMERS HAVE THE MOST BITS CHEERS DONATIONS?

Streamers can also earn income through **Bits** and **Cheers**; the virtual currencies used on Twitch for donations. Users with the most earnings from bits and cheers include Odablock, ops1x, Staryuuki, LVNDMARK, and Alexby11.

TWITCH STREAMER	NATIONALITY	EST. YEARLY INCOME FROM BITS CHEERS
1  <b>Odablock</b>	United States	\$178,531
2  <b>ops1x</b>	United States	\$119,626
3  <b>Staryuuki</b>	Cuba	\$108,824



## Things to consider

Before you reach out to work with a live streamer, you want to do some research on which streamer you'd like to work with.

**Will their brand of content reflect well on your organisation?** What games do they play? What's the age rating of said games? Do they use suitable language?

**What's their audience size?** The bigger, the better, but it doesn't have to measure in the thousands to raise donations. Having a follower count in the hundreds reflects a streamer working to build their audience, and a charity stream can be an opportunity for them to do just that.

**Always approach working with a streamer as a collaboration.** A charity stream will have benefits for both parties, pre-planning and working together will yield the best results.

- How will you both promote the stream?
- What funding goals can be set (maybe relative to audience size)?
- What activities or rewards can be provided for reaching milestones?
- What can the streamer say on stream to promote the charity?
- What on-screen graphics can be used?
- How will viewers be asked to donate?
- What time will the live stream take place?

## Connecting with Live Streamers



Live streamers will often use off-platform social media (Twitter, Facebook) to engage with their followers when not streaming.

It's these off-platform social media accounts many streamers use as a preferential means of contact, especially when it comes to sponsorships and collaborations.

You will be able to find any streamers other social media accounts in their streaming platforms profile.

When reaching out to explore a collaboration with a streamer, don't be afraid to message them directly.

# Action Planning

## Income Generation Strategy so far:

- Cover/Summary page (mission and aims, etc.)
- Current and Potential Income Streams
- Budget / Cash Flow
- Asset mapping / money-saving / better use of resources
- SWOT Analysis
- Impact Measurement
- Spotlights – Regular Donors, Trading, Crowdfunding/Online fundraising, Events/Raffles

# Action Planning

Bringing it all together!

# What's next?

## Session 5

- Thursday 3rd June 10am-12pm
- Spotlight – Community fundraising (Events / raffles)
- Action Plan feedback
- Summary

## Session 6

- Thursday 1st July 10am-12pm
- 1-2-1 sessions with Mark / Suzy to talk through Income Generation Strategy and other outstanding questions

# Questions

- Take away task
- Future Weeks
- Offers of expertise

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