



FRIENDLY FIRE







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8



Team Friendly Fire 's fundraising event

Friendly Fire 8

Share

Closed

€1,610,755.60

Collected

21967

Donations

Pendant plus de 50h, les participants diffusent du contenu en direct tous ensemble et encouragent les spectateurs à se mobiliser pour soutenir une cause commune.

Historique

10 145 881 €

05-08 septembre 2024

[Les Bureaux du Coeur](#)

[Solidarité Paysans](#)

[Secours Populaire](#)

[Chapitre 2](#)

[Cop1](#)

10 182 126 €

08-11 septembre 2022

[The SeaCleaners](#)

[Sea Shepherd](#)

[WWF](#)

[LPO](#)

10 064 480 €

28-31 octobre 2021

[Action contre la Faim](#)

3 509 878 €

20-22 septembre 2019

[Institut Pasteur](#)

1 094 731 €

09-11 novembre 2018

[Médecins Sans Frontières](#)

451 851 €

08-11 septembre 2017

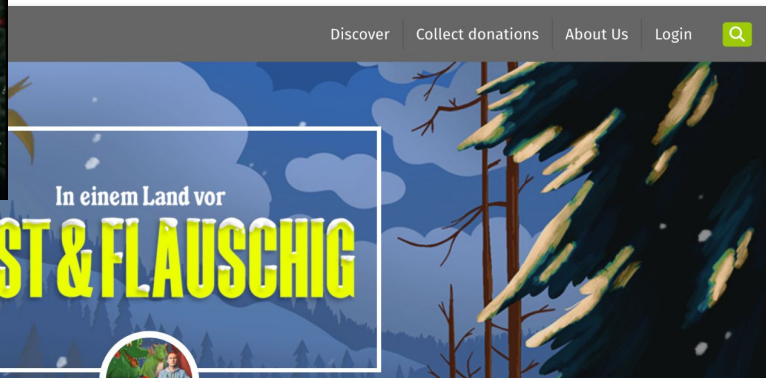
[La Croix Rouge Française](#)

170 770 €

04-06 mars 2016

[Save The Children](#)





Jan Böhmermann und Olli Schulz's fundraising event

In einem Land vor Fest & Flauschig

Share

Closed

€2,055,022.37
Collected

36018
Donations

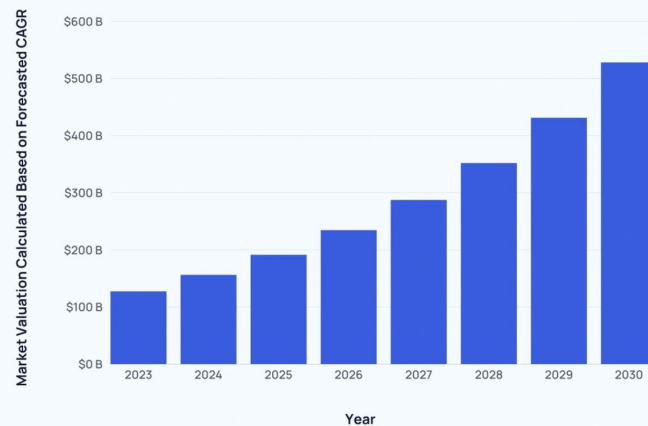
The creator economy

The **creator economy** or also known as **creator marketing** and **influencer economy**, is a software-facilitated economy that allows content creators and influencers to earn revenue from their creations.

Examples of creator economy software platforms include YouTube, TikTok, Instagram, Facebook, Twitch, Spotify, Substack, OnlyFans and Patreon.

The **creator economy is expected to grow** tremendously

Creator Economy Market Growth Projections

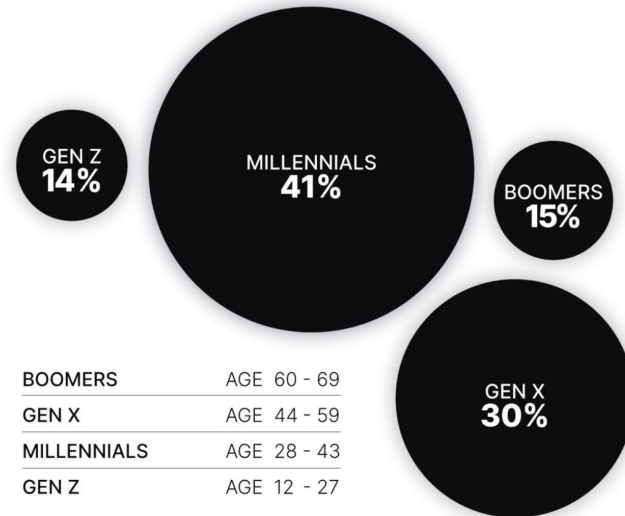


The Creator Economy has an impact

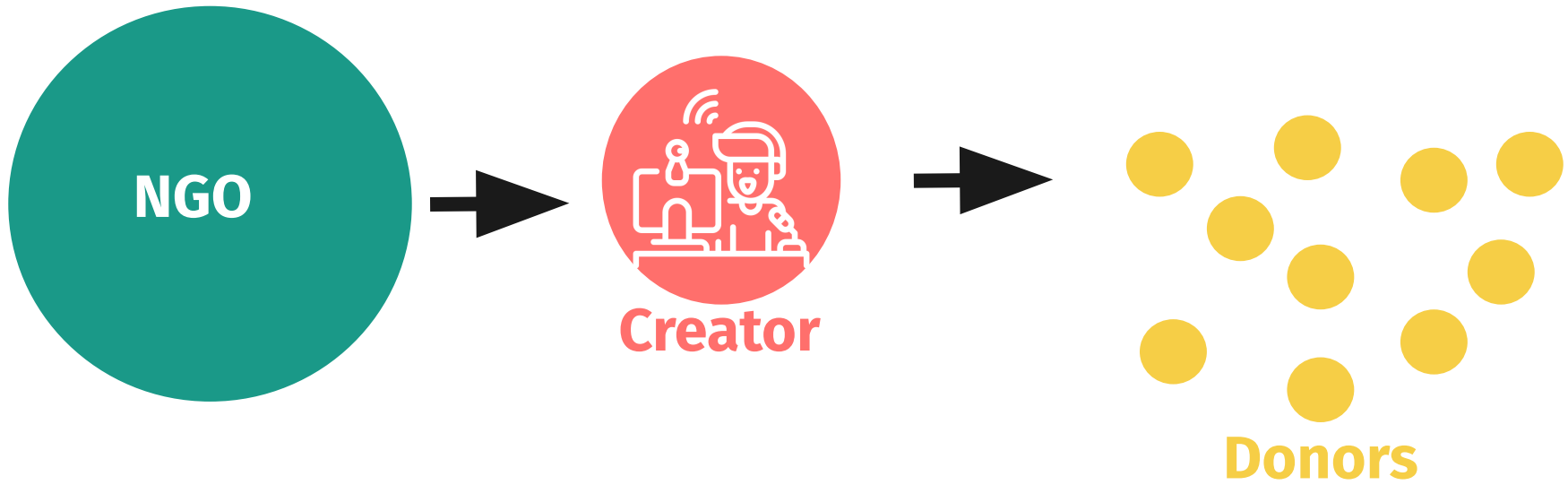
On betterplace.org we expect a donation volume of around 40 Mio EUR this year.

7.5 Mio EUR will come from Creator fundraising alone. **Up by around 1 Mio EUR** from last year. They will attract **around 100.000 donors** to give to more than 250 German NGOs.

And donors are older than many expect (though predominantly male):



The idea



Why do Creators do it?



“As a streamer, I am lucky enough to be able to reach people. I feel that it is my responsibility to use this privilege from time to time to put the focus on organisations or individuals who would otherwise have little reach and to be able to collect money through community power.” - FreiRaumReh

What's in it for the NGOs?

- **donations :)**
- **new donors** (and their data to re-engage)
- visibility of your work // **public awareness**
- **extra reach** amongst communities you do not have access to
- currently: not much competition



What's the risk?

- **reputation** (choose carefully)
- **no control** (its often live and you dont know whats going to happen)
- your NGO might be **wrongly presented** (assure a good briefing!)
- **server meltdown** (can your technical infrastructure handle a peak in requests?)



How to find a creator?



- do your **research first!**
- **use the persona approach:** *sports fan, cat lover, has been involved in something social before, plays special games, cares for the environment etc.*
- **ask** friends, family, volunteers
- google potential **local heroes**
- use research tools



A demo? →

Finding the right creators

SEARCH AND FIND INFLUENCERS WHO TRULY FIT WITH YOUR BRAND



Finding the right influencers who can reach your target audience is an essential — and time consuming — part of influencer marketing. Let Kolsquare speed up your search.

Book a demo →

2,281,464

Viewers watching

2,377,853

Concurrent viewers

TOP STREAMS OF THE WEEK



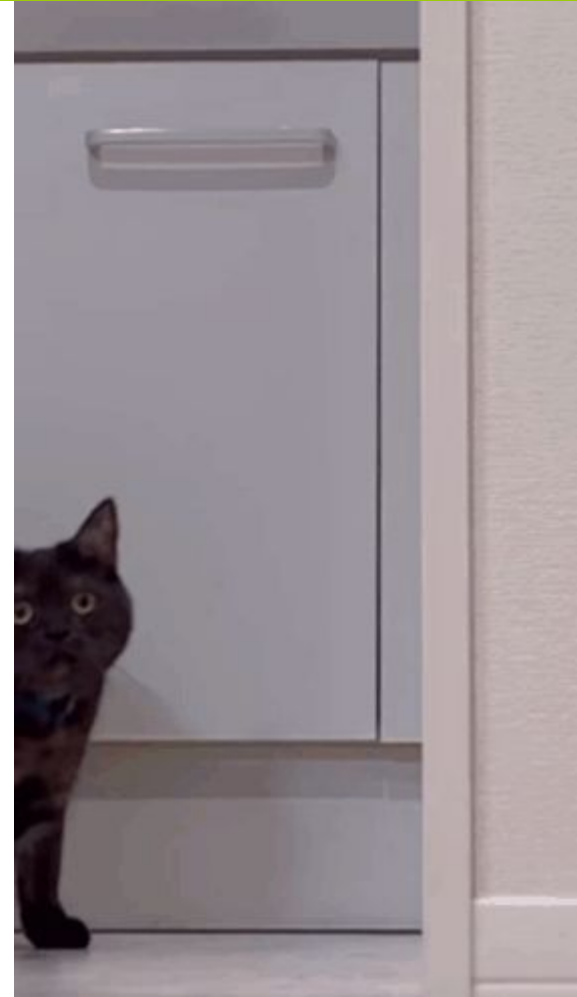
riotgames

Worlds 2024 - T1 vs BLG - Grand Final

Dark mode	BLASTPremier	2,329,595	+2,325,357	Ops 6	1,383,572	+383,572
<input type="checkbox"/>	Hours watched	Hours watched	Hours watched	Grand Theft Auto V	20,567,514	-2,7%
				Hours watched	Hours watched	-560,962
	dota2_paragon_ru	2,084,009	+833.5%	Fortnite	14,296,682	+64.7%
	Hours watched	Hours watched	Hours watched	Hours watched	Hours watched	+5,617,554
	More most watched channels			More most watched games		

How to approach a creator?

- **treat your creator-approach like a major donor approach** (thus sometimes via management/agency - just like via family office)
- make sure you **know about him/her, about the content, the community**
- explain why you believe that your **NGO is aligned with the creator**
- demonstrate that you **understand his/her needs** and you are active in relevant channels (e.g. instagram, tictoc, youtube etc.)
- give it time



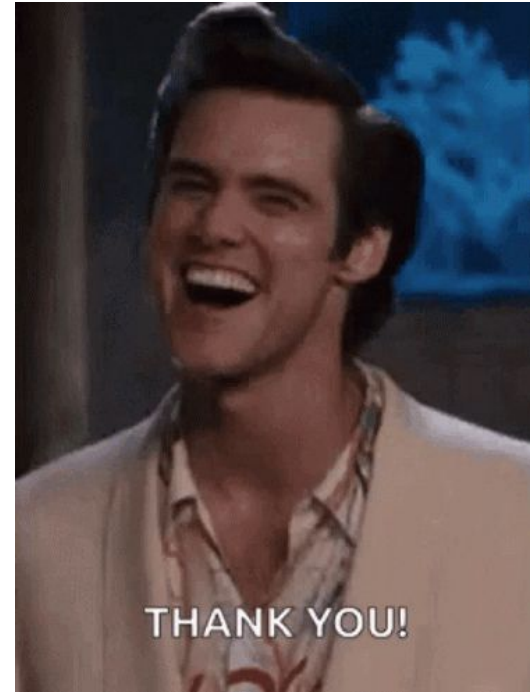
Plan the event

- Make sure you have a **proper briefing** with the creator
- **provide him/her with content** on the work of your NGO (especially videos, photos)
- assure that your **content aligns** with the creators needs (style, length etc.)
- provide **real time support** on social media during the stream (react to posts, answer questions, be ready to do an impromptu interview etc.)
- ensure a **stable technical infrastructure** and have technical support ready and prepared



After the event

- **provide “Thank you” messages** for the creator and the community
- **again use fitting content** (especially videos, photos)
- **build a connection to the donors** that needs to differ from your “usual” communication (at least in the first approach)
- **tell your other supporters about it** as you might get further contacts/ideas
- stay alive on social media :)



**Good luck
and
Happy
Fundraising!**

