



BUN*G*IE™
GAMES*2*GIVE

&

DonorDrive®

GAMING TO GIVE KIDS A BETTER FUTURE

How CMN Hospitals and the Bungie Foundation unified content creators, players, and fans to raise millions to change kids' health and change the future.

Game2Give is an annual charity event for the Destiny community to unite and drive real-world impact for kids being treated at local children's hospitals across North America. This virtual event launched in 2019 and returned again in 2020. Guardians from the community can unlock exclusive prizes while hosting live stream fundraisers on *Twitch*, *YouTube*, or *Facebook Gaming* to benefit the Bungie Foundation and Children's Miracle Network Hospitals through Extra Life.

In the fall of 2019, Game2Give united and galvanized the passionate fans of Destiny 2 and in a creative collaboration fundraiser supporting CMN Hospitals and the Bungie Foundation. For their returning event in 2020, they aligned the fundraiser with #GivingTuesday and launched the event with a 24-hour streaming marathon, followed by two weeks of streams with many more creators hosting from their community in December.

ABOUT EXTRA LIFE

Extra Life is a Children's Miracle Network Hospitals' fundraising program that unites the gaming community to play games, raise funds and change kids health to change the future.

ABOUT THE BUNGIE FOUNDATION

The Bungie Foundation is the nonprofit charity organization of video game publisher and developer, Bungie. They are passionate about giving back to their community not only through their hospital-based iPads for Kids program, but also by partnering with humanitarian aid organizations in times of natural disaster and crisis.



THE STRATEGY



Thoughtful and authentic branding that put the Destiny players first and blended the Bungie community culture and charity cause

One of the key elements that drove enthusiasm for this fundraiser was the Bungie Foundation's deep understanding and respect of the Destiny 2 community culture and what would drive their excitement for charitable giving with rewards they would be excited to unlock and experience together.

“At Bungie, we make games that inspire friendship. We believe that the experience we provide to our players in-game has the power to create positive change in the real world around them. With this in mind, it was important for us to not just remind our community of this critical connection and the power of what we can all do together, but to create a space where they could embody this value.”

- Christine Edwards,
Bungie Foundation Senior Manager



We are Light Keepers

Those who dare to ignite
hope in the face of
uncertainty

By our united, global
passion we protect those in
need

Making a lasting
difference for the Little
Lights around the world

We are Light Keepers



#2

Promotion of a strong streaming schedule

One incredibly successful element of Bungie's efforts was the way in which they partnered with Destiny 2 content creators globally so that the excitement never stopped for the full two-week fundraising period. With a clear streaming structure and schedule, fans had the opportunity to tune in and be entertained while watching the campaign grow live due to their shared efforts. These content creators built off each other's momentum, and the campaign's energy just kept accelerating!

In 2019, 35 featured content creators streamed for Bungie's campaign. In 2020 they upped the ante, and many new content creators joined the cause. For the entire two weeks, Bungie featured and promoted multiple daily streams to their community and on Twitter. Some were notable streamers who set high fundraising goals. Others were new and growing creators with strong voices who set smaller goals that many surpassed. Overall, the average Light Keeper participant raised nearly \$250.

To ensure the campaign received the right level of attention for success, Xstream Events joined forces with the Bungie Foundation and CMN Hospitals to coordinate the overall digital strategy of this complex campaign. The Xstream Events team helped maximize engagement by crafting and publishing the promotions leading up to the event. During the campaign, they ensured the content creators and charities were featured appropriately. Finally, they offered support so the technical logistics of live streaming worked flawlessly.

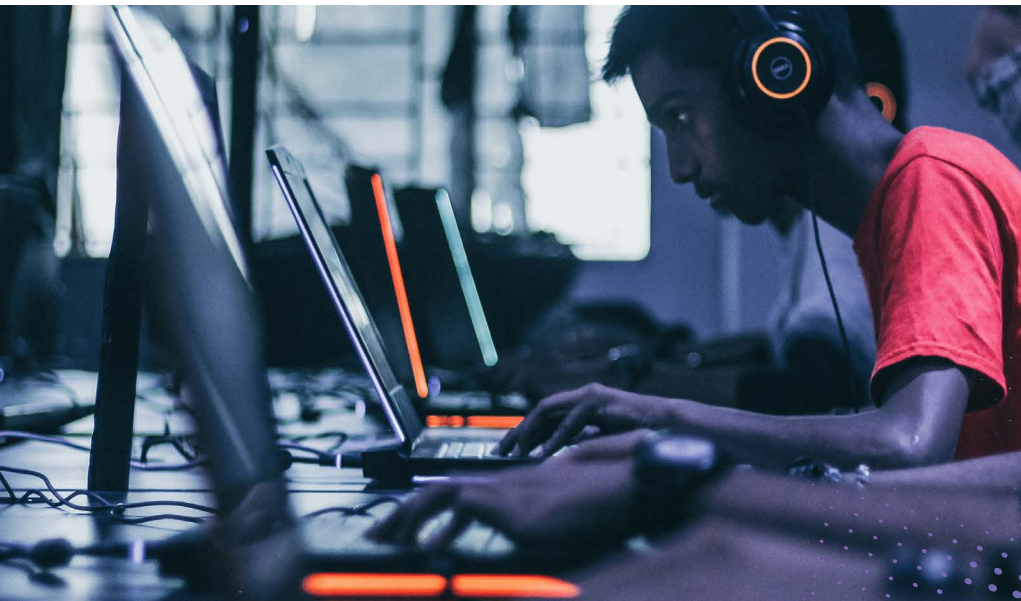
“The Xstream Events team brings together unique skillsets from the events, video games and nonprofit industries. Their scope of work is vast as they help design, execute and maximize fundraisers for the next generation of donors.”

- Mike Kinney

VP of Community Experience at CMN Hospitals

“It has been a true pleasure to work with Xstream Events. This past year, we kicked off a massive multi-million dollar fundraising campaign on behalf of our organization and Children’s Miracle Network Hospitals. Our two organizations would not have been able to pull it off without the team at Xstream Events. They helped manage the multitude of moving pieces and jumped in to support every aspect of the campaign without hesitation. I was able to rest easy knowing that such a great group of people had my back and were just as committed to reaching our goal as we were.”

- Christine Edwards
Senior Foundation Manager at Bungie



[LEARN MORE ABOUT XTREAM EVENTS](#)

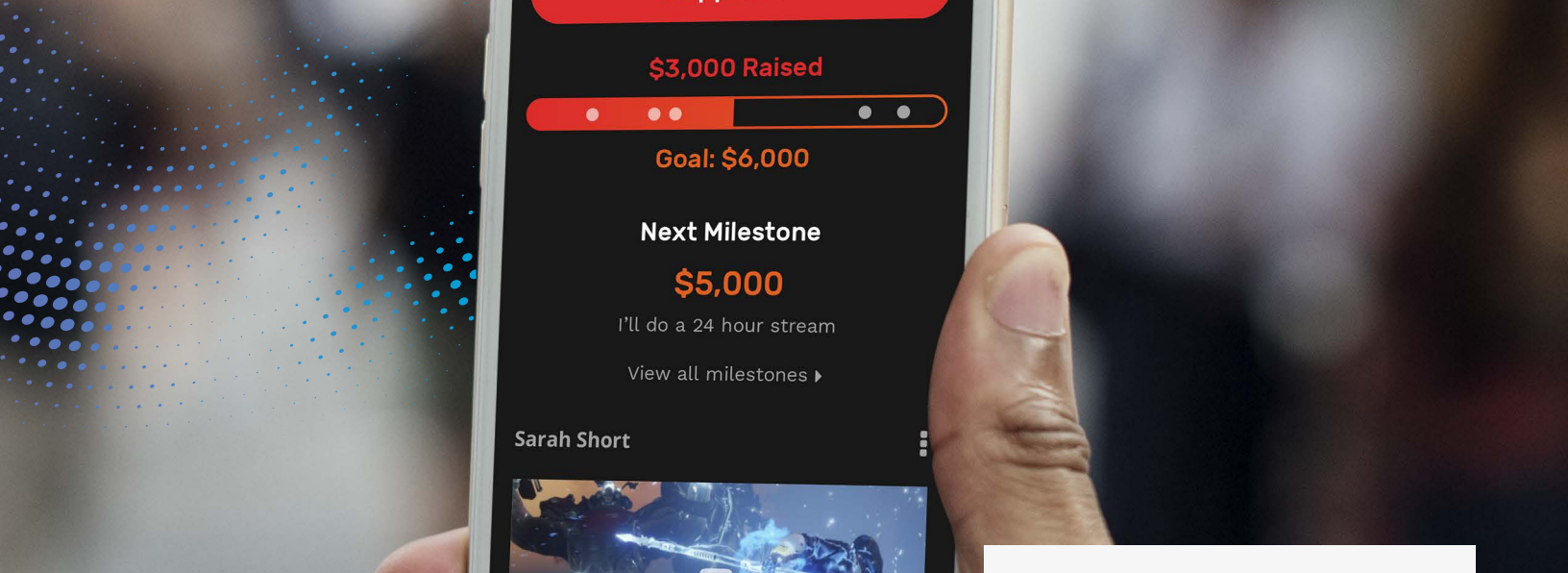
[LEARN MORE](#)

#3 Custom incentives and milestones tailored to the Destiny community

Supporters who donated directly to the event or to any of the fundraising participant’s pages were eligible to win incredible prizes and exclusive Destiny 2 rewards. Some donation incentives were chances to win gift cards and prize pools that were supplied by event sponsors like GameStop and EB Games. Others offered players ways to show their support with a rare, in-game emblem, created and designed with love by Bungie’s team of developers for this great cause.

DONOR INCENTIVES

- \$10**  Earn a chance to win one of 130 gift cards, courtesy of GameStop and EB Games. (Some restrictions may apply based on region. View Contest Rules page for total quantities and gift card denominations)
- \$25**  Earn the \$10 donation level reward, PLUS a link to redeem the Limited Edition Gilded Ghost shell and Mist Blossoms emblem (delivered directly to your Destiny 2 inventory via your Game2Give Offers page).
- \$50**  Earn the \$10 and \$25 donation rewards, PLUS the BRAND NEW Light Keeper’s emblem (delivered directly to your Destiny 2 inventory via your Game2Give Offers page).
- \$100**  **G2G20 PRIZE POOL**
Earn all the above rewards, PLUS a chance to win an exclusive item out of the G2G20 Prize Pool. (full list of items and available quantities can be found via the Contest Rules page).



Automating the In-Game Donor Incentive Fulfillment

CMN Hospitals and Bungie wanted to expand upon the 2019 success by offering immediate fulfillment of the donation incentives and providing donors with the instant gratification associated with their support.

In the campaign's first year, donors who met the donation requirement for an in-game incentive had to wait up to 1 hour to receive a redemption code with instructions on how to redeem their item and attach it to their in-game account. In 2020, the DonorDrive team worked closely with the Bungie engineers to provide a seamless login and redemption process to immediately claim their incentive after completing their donations. Donors also received an email with the same "login" button in case they wanted to redeem their prizes later or gift them to a friend.

Campaign Milestone Rewards were unlocked based on the overall campaign progress. Once the total donations reached a specific amount, Bungie released the community prizes such as sneak peeks, Easter eggs, and multimedia with fan-favorite star guests that were all hallmarks of the Destiny 2 community culture.

Finally, content creators were able to build their own custom milestones and incentives on their fundraising pages and streams to spur even more donations to their streaming pages.

MILESTONES COMMUNITY REWARDS

\$250k - Titan Universal Ornament Concept Art

\$500k - Dawning 2020 Warlock Universal Ornament Concept Art

\$750k - Dawning 2020 Hunter Universal Ornament Concept Art

\$1 Million - Dawning 2020 Legendary Reward Preview

Every \$100k after reaching \$1 Million - Guest Lore Reading

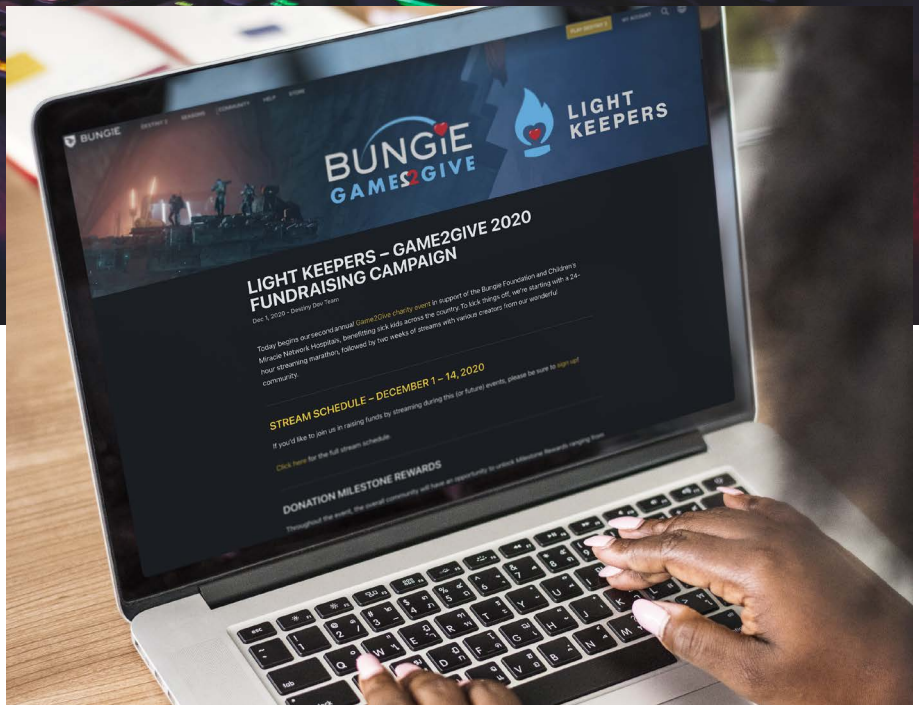
THE RESULTS

5,500 GUARDIANS

40,000 DONORS

104 COUNTRIES

⇒ \$1.6 MILLION DOLLARS RAISED ⇐



In 2019, more than 5,500 Guardians committed to take their passion for playing games and use it to help kids being treated at local children's hospitals across the United States and Canada. More than 40,000 donors from 104 countries gave generously, allowing Bungie to raise \$1.6 Million for children's hospitals.

In 2020, the number of participants may have dropped due to the pandemic, but they did not see a drop in impact. They had over 2,100 Light Keepers who raised \$1 million by December 8, which was halfway through the campaign's dates. After that, they raised the stretch goal overall, and at the conclusion of the event they reached \$1.3 million.

“The games industry evolves so quickly and our partnership with the Bungie foundation to execute this hybrid P2P and DLC fundraising campaign is a testament to that. The Destiny community's generosity has already raised nearly \$3M USD and impacted so many families at children's hospitals across the United States and Canada. We can't wait to work alongside this community again in 2021!”

- Mike Kinney

VP of Community Experience at CMN Hospitals

Fundraising that *powers* your mission

DonorDrive's enterprise fundraising platform turns everyday people into powerful fundraisers for your cause. Drive more revenue virtually with integrated Facebook Fundraisers and streaming platforms Twitch, YouTube and Mixer.

Since 1997, we've helped hundreds of nonprofits like Children's Miracle Network Hospitals, the American Foundation for Suicide Prevention, MDA, Arthritis Foundation and World Vision raise almost \$2 Billion.

DonorDrive[®]