



EVENTS

by softgiving™

Case Study: BOTEZLIVE + CARE

Success Story

Integrated Charity Stream Drives Success

Overview:

EVENTS by Softgiving orchestrated a high-impact 8-hour charity stream with BotezLive sisters, Alexandra and Andrea, who raised funds for CARE and incorporated CARE's 5X matching program.

Our Role:

The EVENTS by Softgiving team conceived and managed the stream, recruiting the Botez sisters to conduct the charity stream for CARE.

Additionally, the EVENTS team provided custom ad panels, overlays, giveaways, and a donation page. The team also worked with the Botez sisters on incentives and milestones.



Alexandra Botez
@alexandravbotez

THANK YOU TO OUR COMMUNITY WHO HELPED US RAISE \$209K FOR @CARE YESTERDAY! What an awesome stream. Shoutout also to @softgiving for sponsoring our fundraiser.



6:03 PM · Sep 23, 2020 · Twitter Web App

19 Retweets 1.2K Likes

Stream Stats

Stream Metrics

- 84,085 unique viewers
- 6,541 peak viewers
- 3,400 average viewers
- 33,934 hours watched
- Average time watched 24 minutes

Source: [Twitchtracker](#)

Audience

- 90% is 18-34
- 95% male
- 53% U.S.

Source: Google Analytics

A screenshot of a Twitch stream by Alexandra Botez. The stream title is "CHARITY STREAM TIME AGAIN! @itsandreabotez and I are fundraising for @CARE with a 5X donation match. Live now: twitch.tv/botezlive #sponsored by @softgiving". The stream shows Alexandra Botez in a red top and black pants, wearing a Santa hat, dancing in a room. The stream interface includes a donation goal of \$3,259/\$3,600, a top donor "chessbae94" with a \$1,000 donation, and a list of incentives for donations. The stream has 12 comments, 18 shares, and 577 likes. The video player shows a timestamp of 0:08 and 14.2K views.

Alexandra Botez @alexandravbotez · Sep 22

CHARITY STREAM TIME AGAIN! @itsandreabotez and I are fundraising for @CARE with a 5X donation match. Live now: [twitch.tv/botezlive](#) #sponsored by @softgiving

\$3,259/\$3,600
Top Donor
chessbae94 \$1,000

Incentives

Top Donor'll write you a rap + 2 week emote

\$400	3 Minute funny dance (chat picks)
\$800	Viewer tournaments with prizes
\$1,200	Andrea Hosts 15 Minute Chess Rave
\$1,600	Papa Botez takeover (30 minutes)
\$2,000	Intense workout in bear costume
\$2,400	Viewer's Choice
\$3,600	Viewer's Choice

0:08 14.2K views *Alexandra Botez*

12 18 577

Chess.com

Stream Results

Charity

- CARE raised almost \$210k in donations
- Massive increase in awareness
- Positive association with influencer
- Ability to activate donation match



Streamer

- Donation matching enabled streamer to make a huge contribution to a cause she is passionate about
- Met with CARE officials

Audience

- 5X donation matching boosted contributions
- Enjoyed a fun, engaging stream
- Collectively created run of show through feedback