

Gaming for Good: Philanthropy as a Business Strategy

Dan Widner
Gamers vs Cancer National Lead
American Cancer Society

Derrick Morton
CEO
FlowPlay

Who Are These Guys?

Dan Widner

VP, American Cancer Society

National Non-profit with the sole mission of saving lives, celebrating lives, and leading the fight for a world without cancer.

Playing games since the 80's



Derrick Morton

CEO, FlowPlay

Making games for over 25 years

FlowPlay, 60 people in Seattle makes casual MMOs

Vegas World, Our World and Casino World



Gaming for Good: Philanthropy as a Business Strategy

- Flowplay's Approach to Charity Partnerships
- Gamers vs Cancer Overview
- Creation of a Partnership
- Partnerships Through Social Good
- Details of Partnership
- How to Get Involved
- Q&A

FlowPlay's Charitable Fundraising

Started by reacting to needs in the World

- Japan Earthquake
- Nepal Earthquake

Soon became part of our yearly budgeting

- GirlStart – STEM summer camp for girls
- Homes for Our Troops – Building homes for disabled vets
- Butterfly Group – Human trafficking rescue
- Technology Access Fund – Tech Tools for underprivileged schools

But still we were a bit ad hoc

FlowPlay's Charitable Fundraising

2018 started a more structured approach

- What are the charitable issues of our customers?
- What are the charitable concerns of our employees?
- Community surveys
- Discussions with players
- Discussions with employees
- Research to find where to have the greatest impact

FlowPlay's Charitable Fundraising

Make sure the charity you work with

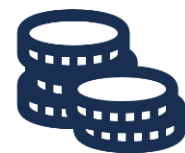
- Has a history of supporting projects that your constituencies find relevant
- Has low administrative costs, high level of contribution to programs

Our research with our employees and customers lead us to the American Cancer Society – one of the most trusted names in charitable giving and making change



\$80.2 B

In direct medical costs



\$94.4 B

**In lost earnings from
People between
18 and 84**



1 in 3

PEOPLE IN THE US

**diagnosed with
cancer in their
lifetime**

INFORMATION FOR CANCER PATIENTS

We're continually sharing vital information and guidance to keep patients safe and informed.



Hub:
[Cancer.org/
Coronavirus](https://cancer.org/coronavirus)



Article:
["Common
Questions about
the Coronavirus
Outbreak"](#)



Podcast:
[What Cancer
Patients and
Caregivers Need
to Know About
COVID-19](#)

ADVOCACY FOR CANCER COMMUNITY

ACS CAN, our nonprofit, nonpartisan, advocacy affiliate, is working tirelessly to continue to advance the cancer-fighting mission during these trying times.

- Advocating for policies that will help ease the increased burden created by the pandemic
- Fighting for continued relief for the nonprofit sector to ensure timely and critical services during and beyond COVID-19

REDUCED ISOLATION

We're adding video conferencing to our 24/7 cancer helpline to ensure patients and families get the answers they need and face-to-face discussions in a time of social distancing.



80%:
COVID-related
calls in March



\$50K:
Information and support
for 2,000 callers

“ A woman contacted the Society for help with her husband, who was diagnosed with stage IV prostate cancer that metastasized to his bones. She told us she's struggling to care for him, as he's unable to care for himself due to the pain. She was concerned about COVID-19 and asked if it was safe to keep taking him to his radiation treatments. We provided referrals for local home care and recommended a telemedicine appointment to address pain management and the benefits of treatment versus the risk of exposure to the virus. ”



GAMERS **VS**
CANCER

PARTNERSHIPS

STREAMING

EVENTS

PLATFORMS

MERCHANDISE

Our Relationship with ACS

We work closely with the ACS team to plan 2 promotions per year

Our 2 PR teams create general media and social media strategies

Each fundraiser is unique

- Very specific cause highlighted
- Creative promotional elements to make a serious subject light hearted
- Integrated into Live Ops/Game Promotional Calendar
- Live for 4 weeks – we deploy updates every two weeks

Keys to a Successful Fundraiser

Make it specific – the money is going to x

- Most recent campaign raised money for hotel rooms for frontline healthcare workers

Make it easy to get involved

- Buy this “thing” everything goes to charity

Build in an in-game benefit for the player

- Buy this “thing” get an in-game benefit

Make it socially engaging if possible

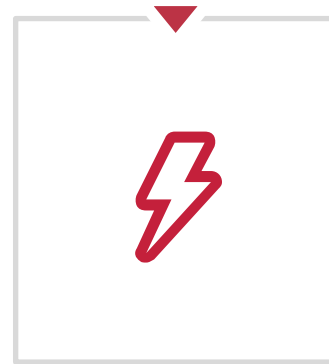
- Buy this “thing” and your friends also benefit

Make it easy to spread the word

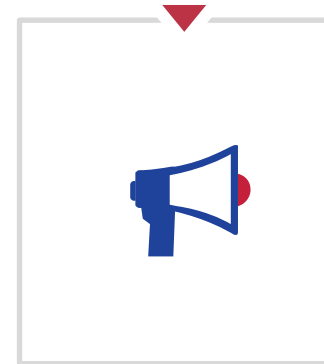
- Buy this “thing” and encourage others to do so

Creating Social Good Through Gaming

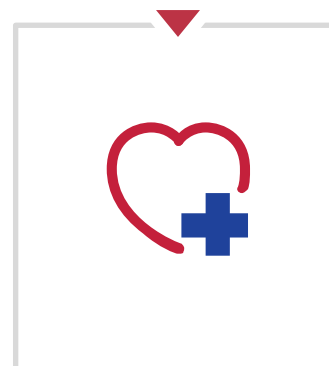
The gaming industry has helped raise hundreds of millions of dollars toward social good causes across the globe



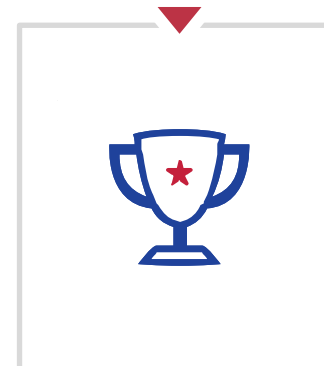
Boost sales and consumer affinity by leveraging brand power



Tell your unique story and connect with consumers in an emotional and memorable way.



Affirm your impact and leadership by associating with our trusted brand authority.



Demonstrate your commitment to health and wellness to employees and consumers.





A recent study showed that gamers and esports fans are 60% more likely to make a purchase or donation online than the average internet user.





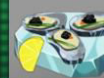








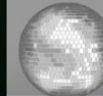

Our Implementation



Charms

Our Implementation

Parties  All  11,796  420,409 

Create a Party	 x1 LIVE bda By ba11  850	FREE PARTY 3 minutes JOIN US ALL ON SUNDAY! NP By LAPMAN FREE	 x1 3 minutes Buster Douglas Party! By Jay Star  30	 x3 3 minutes Lets finish up with By FAB4824  900	
	 x10 8 minutes AFTER DINNER TINI TIME By NO TELL ADELE  90	FREE PARTY 13 minutes Raising Money for Cancer! By Digmania FREE 	FREE PARTY 18 minutes NO PARTY By Mrs Sweet 58 FREE	FREE PARTY 18 minutes MR AND MRS MATRIX By thematrix FREE	 x1 18 minutes party time By KevinB8  30
	 x5 18 minutes WINE IN THE BOX	 18 minutes POWER OF PRAYER	 x1 18 minutes DEM BALLZ	FREE PARTY 18 minutes Party	 x10 18 minutes NO HOST POST

Our Implementation



Charms

Our Implementation



MOCKUP OF
THE CHARITY
CHARM IN
THE SHOP.

Our Most Successful Campaign

Specific – Raising money to support frontline workers with housing

Benefits the Player – Players get bonuses

Benefits Friends – when you buy it, everyone in the room gets it too

Easy to Share – Create events around it



Our Most Successful Campaign

Results

\$55,000 Raised

32% of MAU engaged in party attendance

28% of MAU made a donation



How to Get Involved

- Reach out to Nonprofit partners
- Find out what your community cares about
- Incorporate the creative and innovative thinking into your partnerships
- Discuss collective goals early on
- Share the impact

Q&A

Thank you

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