



BE A HERO.
PLAY
D&D
FOR
EXTRA LIFE.

EXTRA LIFE TOOLKIT

Once you've joined the team, you'll want to customize your donation page.

GET PERSONAL

Extra Life's default profile contains a video and boilerplate text about what Extra Life is. To help rally donors, consider the following:

- **Share a Personal Story.** Have you visited a children's hospital, or do you know someone who was treated there? Share your stories and inspire your donors.
- **Share What You're Doing!** If you're playing D&D for twenty-four hours—or even longer—let people know. Talk about your donation goal and why you picked that amount.
- **Add a Picture.** Upload a picture for your profile—it makes a big difference in creating a personalized and welcoming feeling.
- **Show Your Support.** Add a [D&D Twibbon](#) icon to your Facebook or Twitter page.

BUILD YOUR REWARDS

One of the ways the D&D team has garnered donations is through intangible rewards that can be added to your page to incentivize people to donate. Whether you're a DM or player, these incentives help give donors a hand in shaping your event:

- **Thresholds.** Set goals like Kickstarter. Let people know that when you reach a certain donation threshold, you'll do something interesting, such as giving away your dice, adding an extra hour to your gaming marathon, or dumping a bucket of water on your head. Set thresholds low at first, and then incrementally higher.
- **Incentives.** Allow donors to “buy” an incentive that can affect the game. Get creative and choose incentives that your donors will understand, whether it's the opportunity to pick the name of a nonplayer character or buy you a cup of coffee.

SAMPLE REWARDS

If you're participating in a tabletop game of D&D, consult your DM before choosing from these donor rewards, since some of them might affect the DM or have the potential to alter gameplay. Each perk should have a dollar amount associated with it. Don't pick all of these—just decide what makes sense for you and your game:

- **Character Creation.** Let donors contribute to help create your character, choosing from the following traits:
 - ◇ **Name.** Allow the donor to pick your character's name.
 - ◇ **Class, Race, or Background.** Allow the donor to choose your character's class, race, or background from the Player's Handbook.
 - ◇ **Bond, Flaw, Ideal, or Personality Trait.** The donor makes up a bond, flaw, ideal, or personality trait for your character.
 - ◇ **Battle Cry or Catchphrase.** The donor makes up a humorous heroic slogan that your character might utter in battle, such as “I am a sexy centaur!” or “For the glory of pants!”
 - ◇ **Faction.** Allow the donor to pick your faction, choosing from the Emerald Enclave, the Harpers, the Lords' Alliance, the Order of the Gauntlet, or the Zhentarim.
 - ◇ **Alignment.** The donor chooses your character's alignment from those in the Player's Handbook. (Use with caution! Your DM might not want your character to be evil.)
- **Character Perks.** Allow donors to choose some in-game benefits:
 - ◇ **Inspiration.** Your character gains one use of inspiration (advantage on a saving throw, a check, or an attack roll).
 - ◇ **Potion of Healing.** Your character gains one potion of healing.
 - ◇ **Critical Success.** Your character can automatically roll a 20 on a single attack, check, or saving throw.



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- ◇ **Critical Failure.** You can choose to make the DM automatically roll a 1 on a single attack, check, or saving throw.
- ◇ **Gold.** Your character starts with extra wealth to spend on items.
- ◇ **Reroll.** You gain a reroll to use during the game.
- ◇ **Level Up.** Your character starts one level higher.
- ◇ **Magic Item.** Your character gains a random magic item determined by the DM.
- ◇ **Extra Life.** Your character can return from 0 hit points to full hit points once during the game.
- ◇ **Make a Wish.** Your character gains access to the wish spell once during the game.
- **Dungeon Master Rewards.** The DM can have a special set of rewards different from the players:
 - ◇ **+1 Extra Life.** Add one hour to your gaming event.
 - ◇ **Artifact.** The DM will include a famous artifact or magic item of the donor's choosing in the adventure, such as a deck of many things, the Hand of Vecna, or a vorpal sword.
 - ◇ **Buy a Monster I.** The DM adds one of the following monsters of the donor's choice to the adventure: carrion crawler, cockatrice, dinosaur of any type, displacer beast, faerie dragon, kenku, mimic, ooze of any type, owlbear, rust monster, troll.
 - ◇ **Buy a Monster II.** The DM adds one of the following monsters of the donor's choice to the adventure: behir, beholder, chimera, dragon of any type, flumph, golem of any type, hydra, incubus/succubus, mind flayer, umber hulk; or the donor suggests something not on the list.
 - ◇ **Buy a Monster III.** The DM adds one of the following monsters of the donor's choice to the adventure: balor, death knight, demilich, dracolich, kraken, pit fiend, purple worm, tarrasque; or the donor suggests something not on the list.
 - ◇ **Copy of the Adventure.** The DM sends the donor a copy of the adventure he or she is running, including any notes the DM takes.
 - ◇ **Create Adventure Content.** The donor can create an encounter, trap, NPC, riddle, or the like, which the DM will use during the course of the adventure.
 - ◇ **Critical Success.** The DM can automatically roll a 20 on an attack, check, or saving throw.
 - ◇ **Famous NPC.** The DM will include a famous fantasy character of the donor's choosing, such as Gandalf, Voldemort, Elric, or the like.
 - ◇ **Name a Character or Item.** The donor chooses a name for one nonplayer character or magic item in the game.
 - ◇ **Reroll.** The DM gains a reroll to use during the game.
 - ◇ **Sequel Game.** The DM will run a follow-up charity game.
 - ◇ **Unpleasant Surprise.** A group of monsters gains surprise during the game.
- **Food and Drink.** Let donors choose some tangible rewards for you:
 - ◇ **Caffeine.** Swear off coffee and soda, and then let donors "buy" you a drink during your game marathon.
 - ◇ **Sweets.** As with caffeine, go without sugary treats and then let donors contribute to give you food.



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SCHEDULING

If you're scheduling a game with multiple people, you'll need a way to coordinate with participants. If you're running your game online, you can allow people to sign up using a shared spreadsheet on Google Docs. If you're trying to build a team, consider using Doodle to find available times for a variety of people. Remember, not everyone has to play for the entire event. In fact, the bigger your team is, the more donations you'll raise.

Services like Roll20, Fantasy Grounds, Skype, and Google Hangouts are great for hosting games with people across the world. Consider connecting with people in the D&D Adventurers League and playing online if you're struggling to assemble a group.

If your event has a rotating group of players, break the group into four- or eight-hour shifts. Having new players come in throughout the event provides some much-needed energy later in the game. If you're running an ongoing adventure such as [Princes of the Apocalypse](#) or [Out of the Abyss](#), keep a few players around during each shift switch to give some persistence to the group.

PROMOTION

Once you've set up your page and assembled your team, it's time to promote your game:

- **Share Your Page on Facebook.** Post regularly on Facebook about your event. Consider buying an inexpensive promoted post to help increase visibility.
- **Invite People to Your Facebook Group.** The Extra Life Tabletop Weekend page is a good reminder for people to donate and watch the livestream events. Anyone can send invites for the group.
- **Tweet Out the Message.** If you're on Twitter, start tweeting about your event regularly, using the #dnd hashtag. Also, link your Extra Life page to Twitter, which causes an automatic tweet to go out every time you get a donation. This helps make people aware of the cause.
- **Spread the Word Elsewhere.** Get on EN World, Reddit, Google+, and any other forums or social networks to spread the word.
- **Email, Email, Email!** While it's easy to rely only on social media, email is a powerful way to garner donations. Send an email to friends and family to let them know what you're doing, linking to your Extra Life page.
- **Involve Your Local Game Store.** Post a flier in your local game store—or even better, get them involved. Maybe they can host you or provide product to give away.
- **Say Thanks.** When you receive a donation, Extra Life will notify you. Make sure to go onto Extra Life and thank that person—and while you're at it, ask them to share your page. This helps build awareness of the cause and lets donors know you appreciate them.

YOUR REWARDS

Wizards of the Coast will be providing all D&D Extra Life team participants who raise at least \$50 with some special rewards. Make sure everyone on your team knows about the rewards and joins our team so they can receive them.