

Proposal for an Untitled Mindbridge Charity Stream Project

Introduction:

With the pandemic having forced the shut down of many conventions, including requiring all three of Mindbridge's projects to put on virtual events, the landscape on how conventions operate has changed. Conventions across the world have discovered that platforms like Discord and Twitch can be powerful means for connecting with their communities both during their events, but also throughout the year.

With the lessons for how to host virtual events so fresh in our minds, it is proposed that Mindbridge should create a new project to a charity stream once a year, and use that as a springboard to support not only interest in science-fiction, fantasy, gaming, and anime in the area, but also in supporting charitable causes relating to those areas as well. Furthermore, by making this a charity stream project that is Mindbridge centric, we can bring together the various focal points of our member projects into one lens, and through it also learn and discover more about effective streaming, AV and tech setups, and social media promotions.

Details:

Currently Untitled, this would be a project with Executives. The scope of organizing a charity stream is something that takes place over the course of the year, with notable charity streams having a number of support staff and months of planning (e.g. Desert Bus for Hope, TSG, Zeldathon, etc...).

The basic gist is that once a year (tentatively in early May), we would host a 24-hour charity stream on Twitch (or other streaming platform). A group of staff would gather onto a single site (currently, Tony Penticoff has offered use of his home), and play a variety of party or casual-themed video games; conduct various challenges submitted by viewers for donations; host auctions of items for charity; and conduct necessary backend and frontend IT work to pull off the event.

The goal is to aim for early May 2022 as the inaugural event, with time to work with the conventions and also do test runs with appropriate AV and tech resources to pull this off, as well as recruitment of appropriate staff.

Our estimated staff needs are:

- 3 project Executives, to oversee the planning and coordination for the annual charity fundraiser
- 1 Treasurer, to oversee basic finances for running the event
- 1 IT Infrastructure Operator, to handle the physical tech and AV set-up
- 2 Stream Operators, to manage the streaming and broadcasting angle
- 1 Social Media Manager, to help with managing social media announcements
- 2 Packaging and Shipping Coordinators, to help with the shipping and logistics of auction prizes
- 1 Auction Coordinator, to oversee the acquisition and promotion of auction items

- 1 Website Manager, to oversee the development of a website on which publicity materials can be centrally stored
- 1 Guest Coordinator, to reach out to possible talent or Guests on making special appearances or “call ins” during the run of the event
- Entertainment Crew, which are the staff who will be “on camera” doing the playthrough of the games, performing challenges, or otherwise providing entertainment
- 1 Sponsor Coordinator, to reach out to local businesses to help sponsor the event and offset costs

The estimated budgetary requirements will be \$500 or less, with most of those costs going towards shipping, and providing food for the staff on site. Other foreseeable costs include purchasing of necessary IT assets, web hosting and domain, and more, but are not guaranteed as being necessary.

The plan for this event is to serve as a “laboratory” for the various conventions to learn new tech set-ups, promote our respective projects and the areas of interest, and support a charitable organization while doing all of the above. As such, this project is not expected to make any income per se, but it is believed that the small budgetary requirements to put this on will be small compared to the benefits that Mindbridge and its projects can see.

Conclusion:

This project would be a major undertaking, but it is believed that it will be a good one. The waters that this project seeks to tread are not new, and the resource While it is understood that a more formal proposal with a Manifesto and bid would need to be submitted, we are submitting this proposal in this state to express interest to Mindbridge in making this a reality, and as a way of putting the idea to the general membership in advance of the Mindbridge Treasurer’s Retreat later on this month.