CO-OP
CAMPAIGN

Why Games & Esports and How Co-op Campaign Can Help

You bring the cause; I bring the know-how of the games, esports and streaming world. Then we play it through together

AGENDA

What we'll cover

01 **The Opportunity**
Why games, esports and streaming should be part of your strategy

02 **What Is Co-op Campaign?**
My role in helping you build and execute your gaming strategy

03 **The Co-op toolkit**
What are the ways in which I can help you along the way?

05 **Next Steps**
How we can get started



01

The Opportunity

Why games, esports and streaming should be part of your strategy



Nearly half the planet plays games

3.6B

people play video games worldwide

About 3 billion of them on mobile. Newzoo, 2025

$196.7B
spent on games in 2025, up 7.4%

~640M
people watch esports

20.9B
hours of live streams watched in Q4 2025 alone

80%+
of US Gen Alpha and Gen Z play every week

WHERE THE $196.7B COMES FROM



Sources: Newzoo Global Games Market Report 2025 (players, revenue); Newzoo/Quantumrun esports audience 2025; Stream Hatchet Q4 2025 Live Streaming Report; ESA Essential Facts 2026.

Gamers and creators give, at scale

$100M+

raised by creator-led campaigns on Tiltify alone in 2025

1.2 million donors · up 46% on 2024

$41.7M

#TeamWater

raised for WaterAid in 31 days by 10,000+ creators in 144 countries (2025)

€16.2M

ZEvent

in one weekend of French streaming (2025); €57.5M since 2016

$130M+

Extra Life

for children's hospitals since 2008; 15,000+ participants in 2025

$59.8M

Games Done Quick

from speedrunning marathons since 2010; $2.44M at AGDQ 2026

£30.7M

Jingle Jam

for 50 charities since 2011; £3.2M in 2025

Sources: Tiltify 2025 results (Jan 2026); ZEvent via Journal du Geek (Sep 2025); Children's Miracle Network (Extra Life); Screenhub (AGDQ 2026); Jingle Jam press release (Dec 2025).

Causes are already using games to reach people

Not just fundraising: games carry health, climate, mental health and free-press messages to audiences other channels miss.

Movember	Official mental health partner of Riot's LEC, VCT EMEA and Game Changers EMEA for 2026–27: player training and messaging on broadcasts and at live events.
UN Environment Programme	Playing for the Planet: the 2025 Green Game Jam ran in 47 games with 235M daily players; 71,000 players from 169 countries pledged support for nature.
Reporters Without Borders	The Uncensored Library (2020): about 300 censored books rebuilt in Minecraft, reachable where the press is controlled.
World Health Organization	#PlayApartTogether (2020): 55 games companies, including Riot, Activision Blizzard and Twitch, carried COVID-19 health guidance in-game.
Safe In Our World	Mental health charity built for games: Good Game Playbooks with Ubisoft for children, teens and parents; 70,000+ industry staff supported.

Sources: Movember (Jan 2026); Playing for the Planet 2025 Impact Report; Minecraft.net / RSF; WHO #PlayApartTogether release (Apr 2020); Safe In Our World Impact Report 2025–26.

02

What is Co-op Campaign?

My role in helping you build and execute your gaming strategy



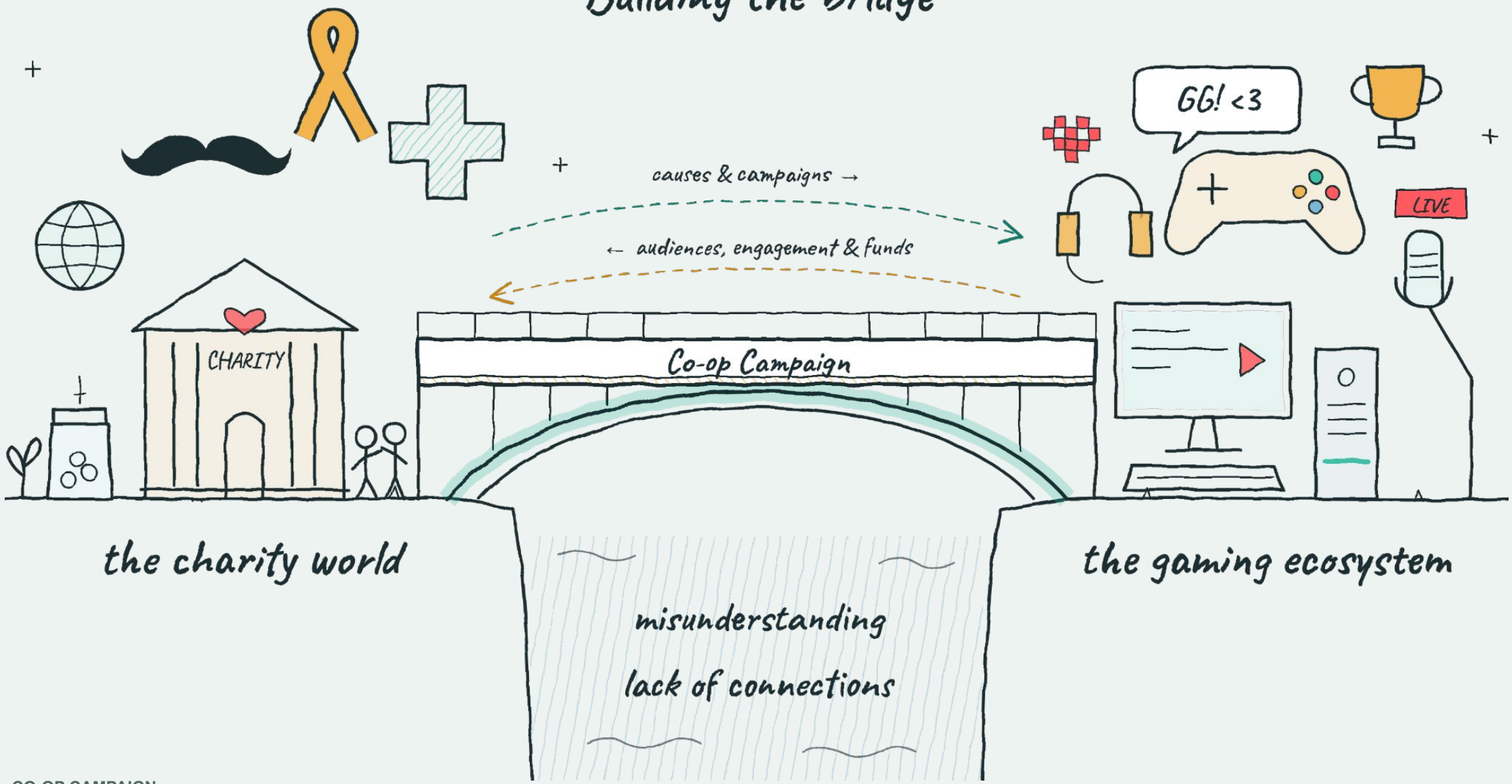
What is Co-op Campaign?

Every day, millions of people play their favourite game, watch their favourite streamer and cheer on their favourite esports team, often all three. When that creator or team talks about a cause and gives their audience a reason to care, the community shows up. Chat cheers every donation. The goal bar fills in real time. Supporting the cause becomes something people do together.

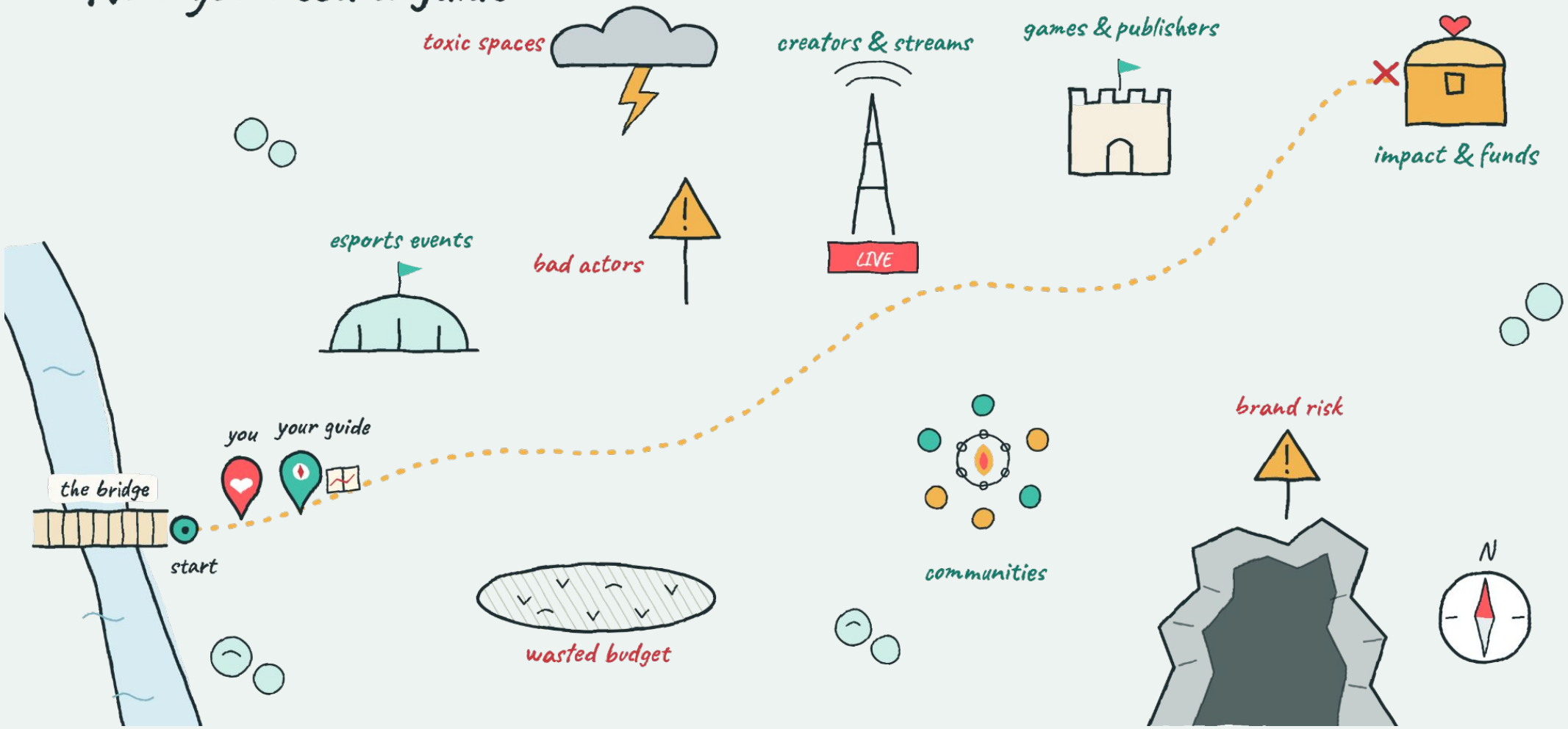
And it works both ways. Gamers can raise serious money and awareness, but many causes matter to them directly too, from mental health to violence prevention and wellbeing. The right campaign doesn't just ask something of the community; it gives something back.

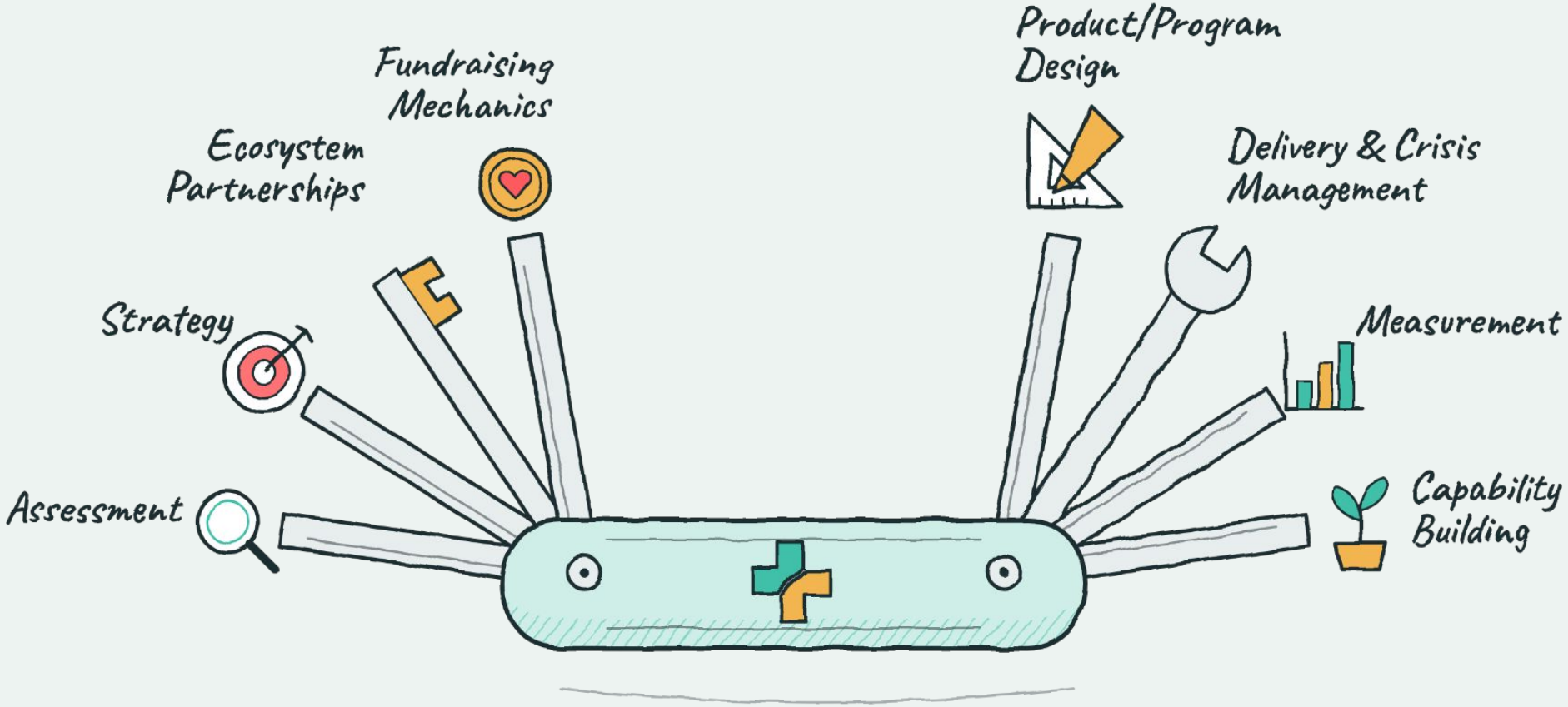
Co-op Campaign helps charities understand the esports and games ecosystem their audiences live and breathe. Games, platforms, leagues, teams, streamers, channels and more form a complex tapestry. Only people who have built these ecosystems first-hand can truly understand them, and help newcomers evaluate and navigate them. I help you reach the right people, in the right way, with vetted partners you can trust.

Building the bridge



Across the bridge? Now you need a guide





One partner, every tool you need

03

The Co-op Toolkit

What are the ways in which I can help you along the way?



LIVE 03 · THE CO-OP CAMPAIGN TOOLKIT

What's in the toolkit

01
Assessment

Understand your cause, goals, audiences and constraints, then identify which games, esports, streamers and communities are the right fit

02
Strategy

Develop strategic options against your goals, with rigorous prioritisation, clear trade-offs and the tough calls needed to move forward

03
Ecosystem Partnerships

Find, vet and secure the right partners across the ecosystem, and make sure they're truly bought in and committed to the cause

04
Fundraising Mechanics

Set up the donation platforms, broadcast activations and streaming tools that turn engagement into funds

05
Product/Program Design

Design the programme like a product: who it's for, the mechanics that make fans take part, and a plan to test, learn and improve.

06
Delivery & Crisis Management

Hands-on from A-Z: communications, event and live broadcast production, talent and partner coordination, launch and real-time crisis response

07
Measurement

Report impact, understand what worked and what fell short, and adjust the strategy for what comes next

08
Capability Building

Leave your team stronger, more independent and ready to scale and grow the programme

04

Next steps

How we can get started



Let’s have a conversation!

You know a little about me and what I do and you probably know about the space. Let’s have a conversation so I can understand your organisation's goals. Many of the best things start with an open and imaginative convo!



CO-OP CAMPAIGN

Let's play co-op

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