



Livestreaming for Good: A Nonprofit Guide

It's easier than you think to broadcast an event or production video to large or small audiences.

By Cassandra Steele

Livestreaming is a great way for nonprofits to engage their audiences and share content. It offers real-time engagement opportunities and a live audience without gathering in person.

Livestreaming for your nonprofit may seem daunting, but it's easier than you think. This guide will help you get started.

Choose Your Channels

When it comes to livestreaming online, there are multiple options. But how do you know which one is right for your nonprofit livestreams? Here's a rundown of the most popular platforms that offer livestreaming.

YouTube Live: The popular video-sharing platform offers you the ability to not only upload pre-recorded videos on your channel but also to create live video with YouTube

Live. All you have to do to go live on YouTube is to hit the create button and then "Go Live." Your channel subscribers will receive a notification.

Facebook Live: With Facebook Live you can reach out to your Facebook followers in a whole new way. Your nonprofit probably has a Facebook page already with some followers. Going live on Facebook is quick and easy to do from your Facebook account.

Instagram Live: As Instagram is owned by Facebook, Instagram Live isn't much different than going live on Facebook. However, there are some key differences: When using Instagram, you can go live only on mobile, and Instagram Live videos are always shot vertical.

Choosing which channel is right for your nonprofit livestream depends on your audience. You'll want to choose a channel where your target audience is active. Your followers are notified when you go live, so using the channel where you have the strongest following is an advantage.

No matter which channel you choose, make sure to promote your nonprofit's livestream on all channels.

“You don't need fancy equipment to livestream.”

Understand Tech Requirements

You may think you need a fancy camera and audio equipment to livestream for your nonprofit, but that isn't the case at all. You can effectively livestream with a newer model smartphone or – if you're using a platform like YouTube that allows livestreaming from a computer – a good webcam.

Pick a Topic

Now that you know where you can livestream for your nonprofit and the technical requirements, it's time to decide what you're going to livestream about. There's a pretty easy guideline you can follow here: If it's related to your mission, your audience probably wants to hear about it. So make sure that your nonprofit livestream content is mission-centric and engaging.

Engage Your Audience

An engaged audience is key to a successful livestream for your nonprofit. Make sure you're engaging before, during, and after your live stream video.

Before:

Promote the date and time of your livestream.

Ask people to send in their questions.

During:

Have a teammate moderate the chat, gather questions, and engage with viewers.

After:

Save the recording to post on social media so people who missed it can watch it later.

Consider These Tips

While livestreaming is easy to do, there are a few things you should keep in mind for a great live stream.

- **Use natural lighting** if possible. If natural light isn't an option, use LED lights. Make sure that the light from windows isn't causing any glare or strange shadows.
- **Be mindful** of what is in the background.
- **Do a soundcheck** to make sure there's no echo or background noise.
- **Use a tripod** to hold the device. No one likes a shaky video.

In summary, a great nonprofit livestream is made of quality video and mission-centric, engaging content. You're all set to broadcast engaging content for your nonprofit over livestream. 

Cassandra Steele is an online fundraising and marketing professional. She blogs at Sumac (sumac.com), striving to provide the best online tools and services so you don't have to worry about technology and can focus on your mission.

“Promote your livestream on all channels.”



More Ways to Engage Your Audiences

For other tech solutions to connect with potential supporters, see these articles at NonprofitWorld.org:

[Accelerating Fundraising through Social Media](#) (Vol. 28, No. 3)

[Rest Your Weary Fingers: Voice Activation Is Coming to a CRM Near You](#) (Vol. 26, No. 1)

[The Top Five Digital Tools You Should Be Using Right Now](#) (Vol. 34, No. 2)

[Using E-Mail & the Web to Acquire & Cultivate Donors](#) (Vol. 21, No. 1)

[Two Surprising Ways to Broaden Your Reach Online](#) (Vol. 32, No. 4)

[Wow People with Your Digital Material](#) (Vol. 34, No. 2)

[How Mobile Marketing Can Work for You](#) (Vol. 32, No. 4)

[Top Ways to Gain Support Using Pinterest](#) (Vol. 33, No. 2)

[Create a Donation Page that Rocks](#) (Vol. 33, No. 1)

[Engage Donors with Social Media](#) (Vol. 33, No. 3)

[Benefits & Risks for Nonprofit Leaders Using LinkedIn](#) (Vol. 31, No. 2)

[Ignite Passion by Connecting Online](#) (Vol. 34, No. 4)

[Integrate Social Media into Your Website](#) (Vol. 35, No. 1)