

Outreach to Planetside 2 outfits

Over Memorial Day weekend, Nightmare is hosting a 4-day fundraiser on Planetside 2 to support U.S. veterans being served by the Intrepid Fallen Heroes Fund (IFHF). This top-rated charity* builds rehabilitation centers for U.S. military amputees and burn patients, as well as those suffering from traumatic brain injuries, post-traumatic stress, and other afflictions. They also provide grants to needy families of severely injured U.S. soldiers.

TITLE: "Fallen Heroes Charity Alert"

TAGLINE: War is not a game. Show your support. *Give.*

WHEN:

Kick off ceremony starts at 12:00 noon (EDT) on Friday, May 23, 2014. Various in-game events and games will be scheduled over the weekend. We'll come to a close with a final ceremony honoring all real life soldier-players on PS2 around midday on Monday, May 26.

EVENTS & GAMES:

We'll run a special charity-event platoon outside of our main platoon, and encourage other participating outfits to do the same. Hopefully we all use the same advert line throughout the 4 days, something like "Donate Now! Go to (website)". We'd also ask that participating outfits remember to set their squads to *open* when running a charity-event platoon.

Various events and games are now getting planned for these charity-event platoons and we hope to have one inter-outfit "main event" each day. We're also planning at least one blow-out that will include all factions on all three continents. This will be an *All-Faction Relay Race*. Please consider joining us for the race and any other scheduled events.

In addition to the main events, we'll also run other events throughout the day. Our specialty squads will be each take a turn running the charity-event platoon to show off their unique skills and tactics. Another event is a "Dual on Hossin!" (build a new character & load up with any weapons, and play against one another on the test server). Anyone can join our platoons, space provided.

HOW WE TURN GAMEPLAY INTO A FUNDRAISER:

NTMR volunteers will periodically interject the gameplay with a brief message to encourage donations. Using one of a number of scripts written in advance, an appeal for donations will be given to members of the platoon "on their next death" if they haven't already done so. We'll pass along these scripts to other participating outfits to follow suit. The announcers might also promote upcoming events in the campaign and maybe give an update on how much is being raised, time permitting.

We are also hoping to have some pre-recorded appeal messages made by outfit leaders and minor celebrities, such as well known online personalities, and from the charity itself. These pre-recorded

messages will be used in lieu of the scripted messages for the same purpose, to solicit donations.

Donations will be collected on this website: www.crowdrise.com/NightmareGiving

OTHER THINGS TO KNOW:

For our non-US friends on Planetside, or for those who prefer an alternative, we will also collect donations for the International Rescue Committee -- another very worthy and top-rated* organization. The International Rescue Committee responds to humanitarian crises across the globe. They provide health care, economic recovery and resettlement support to refugees and internally-displaced persons who are torn from their homes due to war, political strife, and natural disaster. They are on the ground in places like Haiti, Rwanda, Sudan, Afghanistan, Burma, and Syria.

* The Intrepid Fallen Heroes Fund and the International Rescue Committee are both a "top-rated" organization by CharityWatch.org (A+ rating!)

We are also working to set up some live stream broadcasts and Twitch.tv coverage.

We're not certain yet about which mechanism we'll use for a central chat channel VoIP. I asked SOE for some assistance; they don't have a relationship with Team Speak. So we'll explore other options.

HOW YOUR OUTFITS CAN GET INVOLVED:

- Join in our events, or plan your own. We'll have a full schedule of events as the date near. Run your own outfit platoon (using the charity event advert) and encourage players to donate.
- Advertise the campaign on your website. A promotional video should be ready by April 28.
- Be sure all veterans in your outfit come to the closing ceremony so we can all pay tribute to their service and give them a big group thank you.
- And simply, *GIVE*. Make a donation anytime during the campaign, May 23 - 26.