

Welcome to



Children's
Miracle Network
Hospitals®



extra life

a program of
Children's Miracle Network Hospitals



This official logo is your assurance that Extra Life and Children's Miracle Network Hospitals are committed to serve their communities in the United States and Canada. When you see the Children's Miracle Network Hospitals logo, know that every dollar of your donation stays local.

You can download approved logos from the [Logos folder](#) on the Extra Life Resources Page.



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Our Origin Story

It all started with a little girl in Orange, Texas...

Extra Life was founded in honor of Victoria Enmon, a teenage gamer who lost her life to leukemia. Each year, more than more than 30,000 gamers from across the world participate in honor of this young woman, and the millions of children treated each year at Children's Miracle Network Hospitals. Since its inception in 2008, Extra Life has raised over \$100 million USD for sick and injured kids.



[» Watch Victoria's Story.](#)



2008

Extra Life's Inception



2010

Becomes a CMN Hospitals Program



2011

Extra Lifers raise \$1 million USD For The Kids



2012

Broadcasting platforms help increase fundraising & awareness



2014

Community grows to over 100,000 heroes



2021

Extra Lifers raise over \$100 million USD since inception

Take Caution



Joining Extra Life will be fun

When you play games to heal kids in order to support your local Children's Miracle Network Hospital, your life will change while you change the lives of others. You'll have fun while making a real difference in your local community.

This is why we use the hashtags: #ChangeKidsLives #ChangeTheFuture

Tutorial

All proceeds from Extra Life directly benefit one of the 170 Children's Miracle Network Hospitals across the United States and Canada. Donations are used for the most immediate need facing local kids; everything from patient programs, new equipment, and charitable care.



Extra Life is a way for gamers to raise money for their Children's Miracle Network Hospital. Much like running a 5K for a cause, Extra Life participants play any type of game to raise awareness and critical donations for their local CMN Hospital.



There's no limit to how, what, or when you play while you're raising money through Extra Life. In fact, the only requirement is that you have fun while doing it! Many participants actually host their own 24-hour gaming marathon or join us on our official "Game Day" each year (usually the first weekend in November).



Why we need your support

Members of Children's Miracle Network Hospitals:

Provide

32M

patient visits for

10M

kids every year.

Treat

62 

children
every minute.

Provide

\$6,500

every minute



in **charitable care**
to patients, to help
save kids' lives.

Every day, our
member hospitals
treat:

925

babies in **nicu***

935

kids for **diabetes**

16K

kids with **trauma**

2,217

kids for **cancer**

2,329

kids for **surgeries**

*neonatal intensive care unit

Our member
hospitals **provide**

\$3.4

billion 

in **charitable care** for
patients in need annually.

Since 1983 Children's Miracle
Network Hospitals' **partners and
programs have raised** more than

\$7 

billion

for our **member hospitals**
across the U.S. and Canada.

Our member
hospitals **use the
funds** however they
need them most.



Your Gear

As an Extra Lifer, you get to choose which fundraising platform is right for you. Regardless of which platform you choose, you're eligible for platinum rewards. In 2022, each leaderboard is platform-specific and we are unable to combine totals (so we recommend registering only on one platform). Choose wisely!



Donor Drive

- Personal/team fundraising page
- Mobile app
- Email fundraising
- Facebook fundraising integration
- Twitch Extension
- Live Stream Integration
- Website Widget

[Sign up at extra-life.org](https://extra-life.org)



Tiltify

- Personal/team fundraising campaign
- Live Stream Integration
- Create your own milestones
- Create your own incentives
- Add your own schedule
- Create/Manage Overlays
- Twitch Extension

[Sign up at tiltify.com/cmnhospitals/extra-life](https://tiltify.com/cmnhospitals/extra-life)

Your Gear

Don't forget to comb through our [Streamer Media Kit](#) for overlays, infographics, talking points, social media content, PSAs, alert graphics, channel badges, and more!

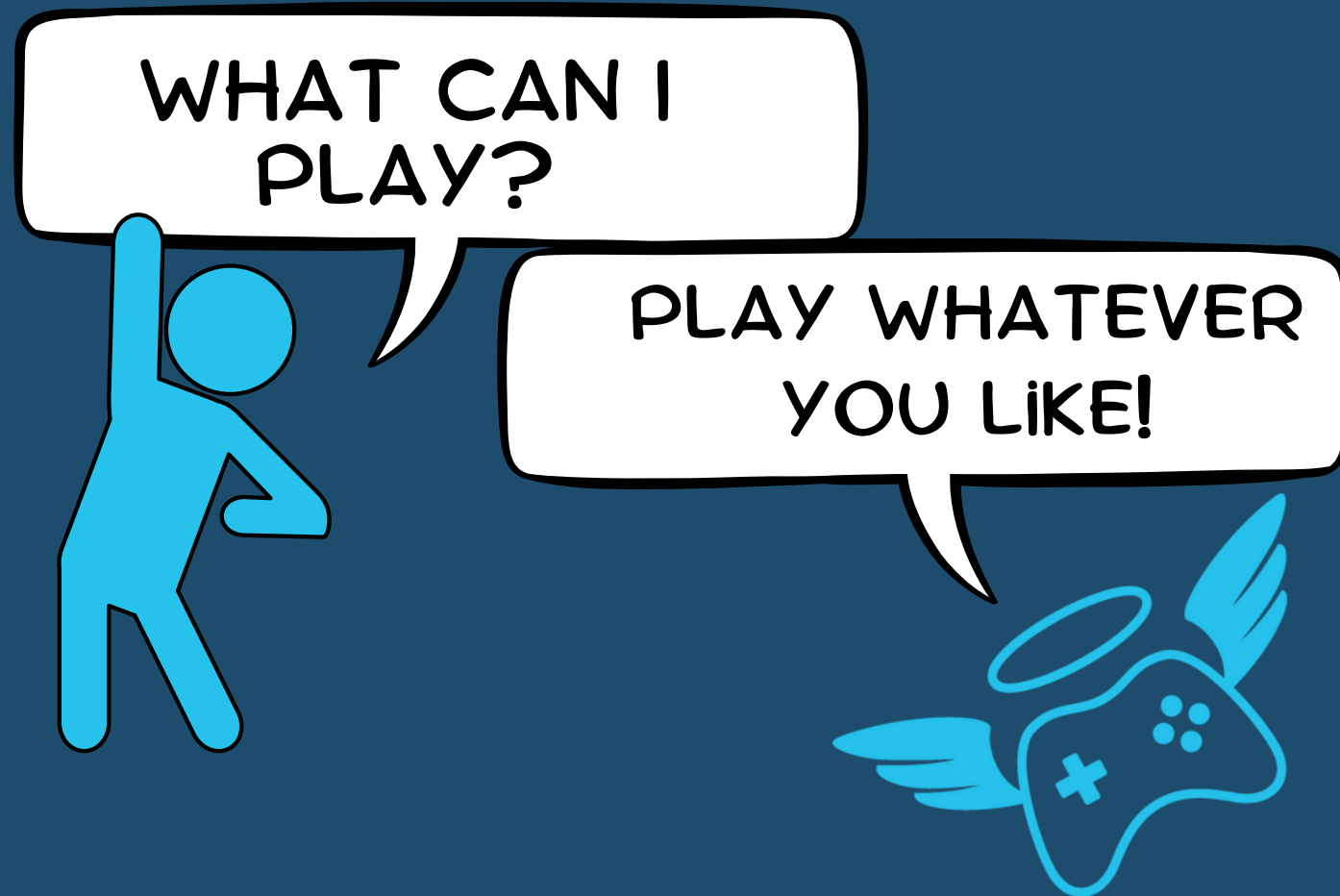


Stuck? Confused? Let our community of Extra Life streaming experts help! Head to our official [Discord](#) server and ask for some assistance!



- Media & Broadcasting Kit: extra-life.org/mediakit
- Facebook Fundraiser: extra-life.org/facebookfundraising
- Mobile Fundraising App: extra-life.org/apps
- Extra Life FAQ: extra-life.org/faq

What to Play



Video games, board games, card games, tabletop, mobile games, sports...even content creators like podcasters and Tik Tokers are welcome. If you press play, it's "fair game!"

When to Play



Many Extra Lifers sign up early, set a fundraising goal, and create a strategy/schedule for multiple fundraising days throughout the year.

Then, we come together on "Game Day" (the first weekend of November) for a weekend-long marathon as we play games together as a global community.

Bottom line - you set your own schedule for what works for you.

How to Play

WHERE DO I
PLAY?



Most Extra Lifers participate from the comfort of their own home! Some gather friends and contact local businesses to host an Extra Life party. Others play with their friends online from across the globe. How, where, and with whom you play is totally up to you.

MUST I
STREAM?



Streaming is not required to participate in Extra Life! However, many people have discovered streaming games on Twitch and other broadcasting platforms as a fun way to engage others during their fundraising campaigns.

WHAT IF I DON'T
GAME?



If you're a digital content creator (like a Tik Toker, podcaster, or YouTuber), you can fundraise with your recorded/edited content. If you have a loyal community of subscribers and followers, you have the power to support your local Children's Miracle Network Hospital.

Special Moves

Just ask @divatopia what is the most powerful move at your disposal for asking for donations and she'll tell you, "Your voice! Tell everyone that you are playing games to change kids' lives and change the future."



Pro Tips

Get Social:

Post on social media often (especially several days before you event or stream). Share stories about your local Children's Miracle Network Hospital and your Champion kid.

Have Good Business Sense:

Reach out to local businesses to support your Extra Life campaign. If sponsorship isn't an option, suggest a charity night to raise donations and awareness to be funneled through your team/campaign.

Get Creative:

Craft and create Extra Life themed goodies for your potential donors as incentives. Offer fundraising rewards and/or perform challenges when you receive certain level donations or reach certain milestones.



Special Moves

It's Easier With Others:

We totally support your solo mission. Many Extra Lifers have achieved amazing results with a solo campaign; though, joining or creating an Extra Life team can bolster your gaming and fundraising campaign.

Get Involved Locally:

Across the U.S. and Canada, there are groups of local Extra Lifers who get together and host recruitment events, gaming tournaments, and social gatherings to support their local CMN Hospital. We call the guilds (of course we do).



[Find Your Guild](#)

Power Up!

Go Platinum:

When you sign up, you have the option of joining as a Platinum participant by paying the registration fee. Platinum participants can unlock cool Extra Life merch when they reach certain fundraising milestones. If you didn't register as a Platinum participant, no problem. You can always upgrade your membership at any time.

[Upgrade to Platinum](#)



Decal
(new design each year)



T-Shirt
(new design each year)



Hero Medals
(silver & gold)



Surprise Unlocks
throughout the year

This is Not Game Over!

While our marathons and challenges may end, the need for vital funds for our hospitals does not. Thousands of children enter our hospitals every single day. Millions receive treatment every year.

In order to support the amazing work that happens at CMN Hospitals every day, we keep playing games and healing kids. We hope you join us!

Sign up today and remember to re-register each year!

» Register for Extra Life



Resources

» [Sign Up on DonorDrive](#)

» [Sign Up on Tiltify](#)

» [Streaming 101](#)

» [Knowlidge Base/FAQ](#)

» [Media Kit](#)

» [Facebook Fundraising](#)

» [Mobile Fundraising App](#)

» [Community/Discord](#)