



Streamers Fight the Stigma™

October 6, 2019 – October 12, 2019

This year Propositivity is aiming to make a difference and spread mental health awareness throughout [NAMI's National Mental Illness Awareness Week](#). The first full week of October falls between October 6th and October 12th and Propositivity has decided to team up with Twitch streamers large and small to try and create a more mental-health conscious gaming community.

It is no secret that the gaming community is home to a myriad of people who struggle from mental health issues and that treatment is often stigmatized amidst modern society. This is the reason that streamers have decided to join with Propositivity and speak out. Throughout the week, there will be streamers promoting mental health awareness while also providing the donations received during their time slot to the National Alliance for Mental Illness ([NAMI](#)).

The idea of this campaign to have a constant stream going for the week in which Streamers will display the campaign banner and will agree to allow their donations to forward to NAMI. This will directly benefit the community as members become aware of NAMI as a resource that might help them get in touch with professionals that can help them with their mental illnesses. It will also benefit all streamers involved as positive publicity from the event can increase brand value while also showing the community that you are passionate about mental health.

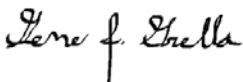
The potential outreach that this event may have is massive as the gaming community could truly be helped by influencers large and small speaking out stating that they are against the stigma of mental health treatment. If you would like to help out, you can visit our sign-up form [here](#) or you can simply email PropositivityUS@gmail.com. Ways in which you may be able to help us are as follows:

- Stream for any amount during our 24-hour timeslots throughout Mental Illness Awareness Week
- Host [Propositivity's twitch channel](#) during the 7 day stream schedule
- Promote the event via your Youtube channel, Twitch Stream, or any other form of Social Media
- Provide your input as to how we can improve the event or gather more support

As a streamer, you have an impact over adults, children, and teenagers and can truly make a difference within our community. The goals of this campaign are to raise over \$10,000 for NAMI, to spread awareness to over 100,000 people, and to ultimately better the world around us through a larger outreach than ever before. We appreciate you taking the time to consider our proposal and appreciate any help that you may offer.

Thank you so much for your commitment to streaming, to influencing, and to making this great community even greater. Your help is appreciated.

Sincerely,



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