HELPING WITH HOPE FOR THE HOLIDAYS

Thank you for joining our Hope for the Holidays fundraising campaign! By stepping up to launch a fundraiser on Tiltify, you are going the extra mile to help the American Red Cross where it’s needed most and give something that means something to someone in need.

Whether you choose to provide relief to disaster survivors, hospital kits to veterans and service members in need or financial support for our lifesaving network of blood services, you can bring help and hope to those in need.

To help make your fundraiser a holiday success, this toolkit is here to provide a variety of guidance and resources to assist you in activating your community this holiday season to help raise funds for those in need across the country and around the world.

Key Donations to Ask Your Supporters For

Every bit of support goes a long way in helping provide comfort, hope and relief. Remember, a donation of any amount helps make a lifesaving difference for those in need.

Below are some suggested symbolic donation amounts you can focus on to help communicate the impact of supporting your fundraiser and to encourage donations big or small.

$2 Donation = Provides 1 Measles and Rubella Vaccination
This covers the combined measles & rubella vaccination and focuses on children in the most vulnerable parts of the globe.

$7.25 Donation = Provides 1 Hospital Kit to a Wounded Veteran

$10 Donation = 1 Hot Meal in Time of Need
These meals include a main course, snacks and a drink and are distributed at shelters or through Emergency Response Vehicles.

$20 Donation = Full Day of Food
Provides breakfast, lunch, and dinner to someone in need in the wake of a disaster.

$50 Donation = Full Day of Shelter
Provides a full day of food and shelter for someone in need in the wake of a disaster.

$100 Donation = Help Deliver Lifesaving Blood to Patients in Need
Your gift can help ensure that the lifesaving gift of blood and blood products will be available and as safe as possible whenever and wherever it is needed.

Setting Goals for Your Fundraiser

Setting clear goals for your Tiltify fundraiser will help you focus your calls to action to your community to encourage support for your campaign.

Below are some different fundraising goals for your fundraiser to help focus your milestone messaging on what you are trying to achieve with your supporters and community.

$100 Raised = Provides a Full Day of Food for 5 People.

$250 Raised = Provides Hospital Kits for 20 Wounded Veterans

$500 Raised = Provides a Full Day of Food and Shelter for 10 People

$1K Raised = Provides 500 Measles and Rubella Vaccinations to Children in Need Around the World

$3.9K Raised = Covers the Cost of Hosting a Blood Drive

Need Help? Contact charitystream@redcross.org. You can also visit the official Red Cross Discord for help and resources via www.discord.gg/redcross or follow us on Twitter at @RedCrossGaming.
How to Get Started on Tiltify

You can set up a Hope for the Holiday fundraiser in 10 easy steps:

1. **Create** a new Tiltify account or **sign into** an existing one.
   You can also sign up directly with your Twitch, Facebook, or Twitter account.

2. Visit [https://tiltify.com/redcross/hope-for-the-holidays](https://tiltify.com/redcross/hope-for-the-holidays) to register and create your fundraiser.

3. Once signed in, you can select your specific local region that you want your fundraising efforts to go to.

4. Enter the required basic information for your fundraiser and livestream details.
   You can always skip where possible and edit later from your fundraiser dashboard.

5. If you are fundraising by yourself, please select “Individual”. If you are the leader of a fundraising team, you can select “Team” to create a Team Campaign. If you are looking to support an existing team, select “Support” and choose the available team fundraiser you wish to support.
   a. **Optional Step for Teams**: If you want to create a team for other fundraisers to join to support, you’ll have to register a team under the “Teams” tab from your dashboard.

6. Continue entering the required basic information for your fundraiser and livestream details.
   You can always skip where possible and edit later from your fundraiser dashboard.

7. Once ready, click “Create Campaign” to finalize and take you to your fundraiser dashboard.

8. **In your campaign’s dashboard**, edit and finalize your campaign details.
   Once ready, make sure to click “Publish” to make your campaign publicly viewable.

9. In your published campaign dashboard, you will also be able to find your campaign links needed for sharing and driving donations to your fundraiser and charity stream. You can also **add incentives** and **create custom overlays** to use during your livestream through your fundraiser dashboard.

10. Now that its published, start spreading the word, share your livestream dates, and encourage your followers to donate to your fundraiser by communicating its impact and challenging them to help! Streaming across multiple dates to build momentum and raise awareness that you’re fundraising within your community.
    a. Consider **adding the Tiltify Donations extension** to your Twitch channel to help make donating easier.

For more guidance on navigating the fundraiser dashboard and using the different tools available on Tiltify, visit the Tiltify Knowledge Base Library for more information.

**RESOURCES:** Quick Start Tiltify Toolkit  |  Red Cross Streamlabs OBS Theme  |  CrowdControl Guide  |  Setup
Red Cross Disaster Relief  |  Red Cross Blood Services  |  Red Cross International Services  |  Red Cross SAF
Play Crowd Control Compatible Games to Help with Fundraising

While you can play any game or showcase any activity you want as part of your charity stream, playing [CrowdControl](#) compatible games is a fantastic way to get your audience to donate and sabotage your gameplay as you fundraise! Available only for Twitch streamers, CrowdControl lets viewers take control of your game.

See below the full list of compatible games with their guides and [download the Twitch extension](#).

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<td>• Minecraft</td>
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Fundraiser Talking Points on Why to Help

- Every day, more than 24,000 people receive assistance from the Red Cross – that’s about 1,000 people helped every hour. You can help support the lifesaving mission of the American Red Cross by focusing on 4 key focus areas highlighted below:

  - **Disaster Relief**
    - The Red Cross responds to an average of over 60,000 disasters every year – that’s an emergency every 8 minutes. Most of these disasters responded to are home fires.
    - From small house fires to multi-state natural disasters, the American Red Cross goes wherever they are needed, so people can have clean water, safe shelter, and hot meals when they need them most.
    - The Red Cross opens shelters in times of disaster to ensure people have a safe place to stay, a hot meal, and access to other support from trained volunteers who provide a variety of services – including health and mental health support needed to cope in the wake of a disaster.
    - The Red Cross deploys Emergency Response Vehicles (ERVs) to circulate throughout affected communities after disaster to hand out food, relief supplies, information, and comfort to those in need.
    - After the emergency phase of a response has been completed, the Red Cross turns to helping people recover and addressing lingering community needs. This includes:
      - Providing emergency financial assistance in the immediate aftermath of a disaster
      - Distributing financial assistance for households that need extra help in the long-term
      - Providing grants for community-based recovery services

  - **Blood Services**
    - Every two seconds someone in the U.S. needs blood. It is essential for surgeries, cancer treatment, chronic illnesses, and traumatic injuries. Every day, the American Red Cross holds more than 500 blood drives.
    - As the single largest blood supplier in the U.S., the American Red Cross helps meet the constant demand on an unparalleled scale, providing nearly 40% of the nation’s supply.
    - This year, the American Red Cross delivered nearly 6.5 million blood products to patients at over 2,000 hospitals and cancer treatment centers.

  - **International Services**
    - By reconnecting families separated by crises, helping to rebuild communities devastated by disasters, or working alongside health organizations to eliminate global disease, the Red Cross works every day to provide relief.
    - More than 683,000 children a day receive a measles or rubella vaccination from the Red Cross and our partners. Over 2 Billion children have been vaccinated through measles and rubella campaigns since 2001.

  - **Service to the Armed Forces**
    - Every day, about 1,400 services are provided to veteran and military families, helping them prepare for, cope with, and respond to the unique challenges of military life. The Red Cross has been serving the military for more than 140 years.
    - The Red Cross provides 24/7 global emergency communication services and other support in military and veteran health care facilities across the country and around the world. This includes helping homeless and wounded veterans.

**RESOURCES:** Quick Start Tiltify Toolkit | Red Cross Streamlabs OBS Theme | CrowdControl Guide | Setup Red Cross Disaster Relief | Red Cross Blood Services | Red Cross International Services | Red Cross SAF
Helpful Charity Stream Tips and Tricks

- **Promote Your Live Stream.** Let your network know ahead of time by setting a date in advance so your audience can plan to tune in. This is useful for several reasons. It lets you spend plenty of time hyping it up and nailing down your plans while allowing your audience to save the date and donate ahead of time. It’s also useful to plan to stream across multiple days to help build momentum and grow awareness with your viewership.

- **Research and Rehearse.** Be ready to explain why you’re fundraising. Introduce yourself at the start of the video and explain why you’re fundraising for the American Red Cross to help those in need. To help, visit [www.redcross.org](http://www.redcross.org) to learn more about us and how we help those in need. You can also use Fundraiser Talking Points and other charity stream resources available on [www.redcross.org/gamers](http://www.redcross.org/gamers).

- **Be Friendly, Genuine and Enthusiastic.** Smile and be energetic. Conveying a genuine passion for helping with a fundraiser will resonate with your audience and encourage support during your charity stream.

- **Repetition is Key.** Periodically repeat what you are doing and why supporting the Red Cross is important. It continues to bring attention to the fact that you are fundraising and reminds people joining late to watch your charity stream.

- **Get Moderator Support.** If possible, have a friend or family member watch your live video so they can tell you if there are any issues with it, such as sound or quality issues. They can also help by posting donation link reminders.

- **Engage and Thank Your Viewers.** People viewing may comment on your video while you’re recording so try to thank them in real time for their support and donations. You should also post to thank your community after fundraising.

- **Use Incentives.** Tiltify provides a variety of tools for incentivizing donors, a great way to encourage your community to donate to your fundraiser campaigns. Tiltify provides a variety incentive tools for creating and tracking Rewards, Polls, and Targets (also known as Challenges). CrowdControl is also a fantastic way to incentivize your audience to give!

- **Live Stream During Peak Audience Hours.** According to Twitch statistics, 4 PM EST is the peak viewing time on the platform. However, if you are a regular streamer, you know when your audience is watching best so try to optimize your fundraiser around your own peak viewing hours.

- **Call to Action.** Throughout your charity stream, consistently repeat a “Call to Action” to get viewers to donate and help.

- **Abide by the Red Cross Social Media Guidelines and Best Practices.** Be a good social citizen and follow the provided [Red Cross Social Media Guidelines](http://www.redcross.org) and [Social Media Best Practices](http://www.redcross.org).

- **Don’t Pressure Volunteers.** Don’t force people to be on your live stream if they don’t want to be.

- **Don’t Use Obscene Language or Gestures.** Always keep your video clean and family friendly.

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