



**American  
Red Cross**



**RESCUE  
ROYALE**

**POWER OF RED**

FUNDRAISER GUIDE 2024

## Power of Red: Join the Rescue Royale!

Red Cross Charity Streaming is launching a new fundraiser, **Rescue Royale: Power of Red that is live now until June 30<sup>th</sup>, 2024**. We are calling on **ALL** content creators, whether you're a gamer, an artist, a chef, a musician, or anyone who streams what they are passionate about, your platform can become help and hope.

## Have you seen the Power of Red?

- Have you seen the power of Red in action in a community after a hurricane, storm or wildfire?
- Has the gift of lifesaving blood or platelets helped you or a loved one through a health crisis?
- Has the Red Cross helped service members in your family?
- Have you experienced the value of life-saving skills like CPR, First Aid or lifeguard training?
- Have you or someone you love been impacted by a house fire?

## Sharing your Power of Red story

If you're interested in sharing your story or boosting its visibility, you can engage with our Red Cross Stream Team through two main channels. Feel free to reach out via email at [Charitystreaming@redcross.org](mailto:Charitystreaming@redcross.org) or by joining our Discord server <https://discord.gg/redcross>

## Fundraising Rewards

In appreciation for your fundraising efforts, you can earn these items.



Raise \$25 = Pro-Lite Twill Hat



Raise \$100 = Red Cross Black Duffel Bag

*\* Individuals who raise support for the American Red Cross on Tiltify are eligible for premiums. Participants in Rescue Royale tournaments are eligible for tournament prize pools and premiums based on the rules of that tournament. If you prefer to join Rescue Royale on a platform not listed, contact us to discuss. Available while supplies last. Alternative premiums may be offered based on supply.*

## Red Cross Statistics to talk about during your Livestream.

- In 2023, the climate crisis took a devastating toll on Americans by sparking a record number of billion-dollar disasters and deepening a national blood shortage.
- In 2023 an all-time high of 25 billion-dollar disasters ravaged communities across the country — forcing thousands of people to flee their homes from severe storms, floods and wildfires.
- The American Red Cross responds to a disaster every eight minutes and our volunteers are always ready to help those in need. The American Red Cross is there when disasters strike a community to provide shelter, food, and hope.
- Every two seconds, someone in the US needs blood - to meet the needs of accident and burn victims, heart surgery and organ transplant patients, and those receiving treatment for leukemia, cancer, or sickle cell disease. The American Red Cross collects, processes and distributes 40% of the nation's blood supply.
- The American Red Cross helps members of the military, veterans, their families, and caregivers prepare for, manage, and respond to the challenges of service. The Red Cross assists more than 240,000 military and veteran families by leveraging a network of volunteers across the country and around the world.
- The American Red Cross trainings more than 4.6 million people a year in life-saving skills such as first aid, water safety and other skills that help save lives.
- The American Red Cross responds to over 60,000 disasters each year – the majority are devastating home fires. After a home fire, Red Cross volunteers work with local fire departments to connect with families for needs like emergency lodging, financial assistance, and emotional support.





## Start Fundraising on Tiltify

1. Go to <https://tiltify.com/redcross/rescue-royale-2023> and select Start Fundraising.
2. Post this basic campaign information somewhere easily visible to those who make gifts during your fundraiser.
3. Set your Campaign Goal. You can always raise your goal but cannot lower your goal once you publish your campaign.
4. Select Create Campaign.
5. Optional: Add Tools for Success! set up [Rewards](#), [Polls](#), [Targets](#), [Milestones](#), or [Schedule](#)
6. Publish your fundraiser! *Note: you can still edit your fundraiser campaign after it is published.*

## How to Integrate Your Power of Red Story into Tiltify

1. Personalize your *Campaign Description* share your personal connection to the Red Cross and why you're participating in the Power of Red fundraiser.
2. Personalize your *Campaign page* with photos or videos that illustrate your experiences with the Red Cross and the impact of their work.
3. Engage your *Community* by sharing your campaign on social media using Tiltify's built-in sharing tools. Encourage your followers to support your cause and share their own stories.
4. Provide Updates to keep your supporters informed about your fundraising progress and the impact of their donations. Use Tiltify's update feature to share milestones and thank donors.
5. Contact us at [Charitystream@redcross.org](mailto:Charitystream@redcross.org) if you want to share your story with us to help amplify your story and livestream.

## Fundraiser Tips

1. Set an achievable goal for yourself, if this is your first time, try \$100 to start.
2. Promote your campaign to your followers and friends.
  - a) Don't forget to tag Twitter [@RedCrossGaming](#). We would love to support your efforts!
  - b) Be sure to use [#PowerofRed](#)
3. Use our talking points to educate your community and donors about our programs and how their donations are making an impact
4. Take care of yourself! Take breaks, stay hydrated and have fun!



## FAQ

### When should I participate?

Power of Red is live now through June 30<sup>th</sup>, 2024. We encourage you to sign up early, set a fundraiser goal, and share your story.

### Do I have to livestream?

No. livestreaming is not required to participate in the Power of Red. However, past participants have found that streaming is a fun way to fundraise, engage their community, and raise a lot of money.

### Do I have to play video games?

**NO**, you don't have to play video games to support the Power of Red. The Power of Red calls on **ALL** content creators, whether you're a gamer, an artist, a chef, a musician, or anyone who streams what they are passionate about, your platform can become help and hope.

### When can I expect my earned fundraiser rewards?

Approximately 3-5 weeks. While supplies last.

### Where do my fundraising dollars go?

The Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need.