



**American
Red Cross**



streamlabs

Overview

In order to host a Red Cross charity stream once you've created your fundraiser, the first step that's needed is to download a free broadcasting software in order to set up your livestream. Broadcasting software will allow you to customize your livestream with overlays and animations, monitor your chat as you broadcast, and integrate your gaming with your livestream channel. Streamlabs OBS is a free broadcasting software. You can download [Streamlabs OBS](#) here.

No matter whether you're an avid streamer or just interested in fundraising in a new fun and unique way, Streamlabs Charity is designed to make it easy to support the American Red Cross while you live stream.

Getting Started on Streamlabs Charity

Regardless if you are using Twitch, YouTube or Facebook Gaming, you can set up a charity stream fundraiser for the Red Cross in 10 easy steps. You can also watch this [Streamlabs video tutorial](#) on how to start a charity live stream fundraiser.

1. Before you start fundraising, you must first [create a Streamlabs charity account](#).
 - a. After you sign up with your email and password, you'll receive our welcome emailing verifying your email, allowing you to start your first campaign.
2. Once your Streamlabs charity account has been created, visit the Streamlabs Charity page for the [American Red Cross](#) and click "Fundraise".
3. You will now be able to add a name for your campaign, add a description, select the date you'd like your campaign to go live, and set a donation goal.
4. After you've successfully entered your information, click on "Create Campaign." You will then be taken to your profile page to view and manage your charity campaign.
5. When you are ready for your charity fundraising event to go live, click "Publish."
6. Once published, make sure you remember to share your charity tip page so viewers can donate to your campaign and view your total fundraising goal.
7. Don't forget to set up charity stream alerts! Head to the dashboard on Streamlabs.com and view your [integration settings](#) for your Streamlabs OBS account. Link your Streamlabs Charity Account, and you'll now be able to customize charity alerts in the alert box settings.
8. Now you are ready to go live with your Streamlabs charity stream! If you have any questions or comments, please contact us at charitystream@redcross.org.