Overview

Thank you for your interest in supporting the American Red Cross! No matter whether you’re a lifelong gamer or just interested in fundraising in a fun and unique way, Tiltify is a crowdfunding platform designed to make it easy to support the American Red Cross while you live stream video games or whatever it is you love doing.

Getting Started on Tiltify

Whether you are new to Tiltify or already have an account, you can set up a fundraiser in 10 easy steps:

1. Create or sign into your existing Tiltify account.

2. Visit www.tiltify.com/redcross to register and create your fundraiser.

3. Click “Start Fundraising” to begin the registration process or choose one of the featured “Current Fundraising Events” you wish to register with. You can also select from the registration dropdown.

4. Once selected the event, you can select a specific region that you want your fundraising efforts to go to or skip to make it a general Red Cross fundraiser. Selecting a region is recommended for Red Cross Clubs and Chapters hosting a charity stream fundraiser.

5. If you are fundraising by yourself, please select “Individual”. If you are looking to support an existing team fundraiser, please select “Support” and select the team fundraiser you wish to support. If you are the owner of a Team, you can select “Team” to create a Team Campaign.
   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. Enter the required basic information for your fundraiser and livestream details. You can always edit later.

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, as well as find URL links for sharing and donating to your fundraiser URL. You can also add incentives and create custom overlays to use during your livestream through your fundraiser dashboard.

9. Once ready, make sure to click “Publish” to make your campaign publicly viewable.
   a. Note that you can still make edits to your fundraiser campaign after it is published.

10. Now that its published, start spreading the word ahead of your livestream date and share your campaign donation URLs with your audience and followers on your social media channels to raise funds!
   a. If livestreaming your fundraiser on Twitch, consider adding the Tiltify Donations extension to your Twitch channel to help drive your fundraising efforts and make donating easier.

For more detailed explanations for fundraising and for using the tools available on Tiltify, visit our comprehensive Red Cross Guide to Tiltify. Please contact charitystream@redcross.org with any questions you have or visit the official Red Cross Discord to join our community for help and resources via www.discord.gg/redcross.