



Open Broadcasting Software 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 one of many free broadcasting softwares available that works well with both PC and Mac and integrates with popular platforms like Twitch, YouTube and Facebook Gaming.

You can also [create a Streamlabs Charity fundraiser](#) that easily integrates with your free Streamlabs OBS account. Learn how by watching this [Streamlabs Charity Video Tutorial](#).

Streamlabs Quick Start Guide

To help get you started with Streamlabs OBS, [check out this instructional video](#) with information about how to set up your livestream and navigate the software or follow the steps outlined below. You can also check out our [Red Cross Charity Stream Toolkits](#) on how to create a charity stream fundraiser using either [Tiltify](#) or [Streamlabs Charity](#).

Section 1 - Setting up Streamlabs OBS:

Step 1 - Download: Download Streamlabs OBS [here](#):

Step 2 - Set Up: It is recommended to allow Streamlabs to automatically analyze your internet and hardware to optimize the best performance when setting up. However, if you want to manually configure these settings, watch a setup video tutorial from Streamlabs [here](#) or follow the steps below:

1. **Settings:** Click settings gear in the menu bar to open the settings window.
2. **Output:** Click on Output option in the side panel.
3. **Choose your encoder:** Click on your hardware encoder (NVENC, Quick Sync) if you have one, or your software encoder (x264). It is recommended to choose a software encoder unless you have a dedicated streaming PC.
4. **Determine your bitrate:** Your bitrate is the amount of data you send when you stream. A higher bitrate takes up more of your available internet bandwidth. Increasing bitrate can improve your video quality, but only up to a certain point. The generally recommended bitrate for livestreaming is 4000Kbps. Streamlabs also has a new [Dynamic Bitrate](#) feature that allows OBS to automatically adjust your bitrate to prevent any dropping frames.

5. **Keyframe:** The recommended keyframe interval is 2 for optimal quality for your stream.
6. **Video:** Click the Video button from the side panel in the settings window.
 - a. **Video Settings:** Choose your video output and FPS value. Unless you have a dedicated streaming PC, the generally recommended settings are 720p 30fps (1280 x 720 resolution at 30 frames per second).
 - i. Twitch offers a set of universal broadcasting spec guidelines if you wish to broadcast higher quality video [here](#).

Section 2 – Creating Scenes, Using Overlays and Adding Sources:

Stream overlays make it easy to grab people's attention while showing off your personality and unique style. There are over 250 free overlay themes available to help get you started with premade scenes and graphics if you do not wish to create your own. They can be accessed in the theme library located by the top left underneath the editor icon in Streamlabs.

Step 1 - Create a new scene: Click on the plus sign near the bottom left window called scenes. Enter the name of your scene, click done, and your new scene has been created.

Step 2 - Add Sources: Once the scene you wish to add sources to is selected, click on the plus sign near the “Sources” window. You can add your gameplay footage by using either Game Capture, Window Capture, or Display Capture. Different games use different source types, but we recommend using Game Capture unless you know which source your game uses. Streamlabs has a guide how to automatically detect a game source [here](#).

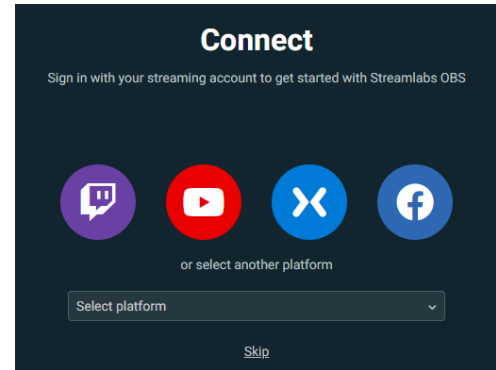
If you wish to add a special URL overlay to your charity stream, you can also add a [Browser Source](#) to display by clicking the plus sign in the “Sources” window. Adding a browser source lets you display web-based content on-screen by quickly copying and pasting the URL into your browser source settings.

You can also add custom JPEG, PNG, and GIF graphics to your scene overlay by adding an Image source. You can also widgets to bring some fun and personality to your livestream. For a fundraiser, consider the “Donation Goal” widget to show your supporters how close you are to reaching your fundraising goal!

Step 3 - Add your Webcam: Click on the plus sign near the bottom right window called “Sources”. Click on “Video Capture Device”, add source, and set up your webcam video. From there, you can position the size and location of your webcam on your livestream.

Section 3 – Confirm and Go Live:

Once you have configured your scenes and sources, you are ready to go live! If you have not done so already, you can connect your Stream Destinations by clicking the gear icon at the bottom left corner to access “Settings”. Once in “Settings”, click “Stream”. In the “Stream” menu, you can select and connect either your Twitch, Facebook or YouTube accounts to your Streamlabs.



Depending on whether you wish to use Twitch, YouTube or Facebook Gaming as your preferred charity streaming platform, Streamlabs offers detailed instructions for each:

- [How to Stream on Facebook Gaming](#)
- [How to Stream on Twitch](#)
- [How to Stream on YouTube](#)

Once you’re ready to start your stream, go to the bottom right corner and click the green “Go Live” button. Once clicked, here you can type in the title of your stream, select the game or category you’re streaming, and add any tags associated with it. We recommend selecting the “Charity” tag since you are doing a charity stream.

You can also share your stream on Twitter by enabling Tweet Sharing and linking your Twitter account. It’s also recommended to have “Use Optimized Encoder Settings” checked in order to automatically adjust for better streaming quality. Once you are all set, just click “Confirm & Go Live” to start your charity stream!

Need Help? Let us know!

Please contact charitystream@redcross.org with any questions you have and feel free to join the official Red Cross Discord community at www.discord.gg/redcross. If you plan to host a live stream fundraiser or just interested in learning more about the American Red Cross, please reach out. We would love to know about it and make sure that you have the support you need. We might even feature your live stream on our website and social channels!