



**RESCUE  
ROYALE**



**FUNDRAISER TOOLKIT  
2023**

## Gamers vs. Disasters: Join the Rescue Royale!

The American Red Cross is hosting its annual Rescue Royale charity streaming event to help people affected by disasters big and small, including floods, wildfires, and countless other crises. As families nationwide feel the effects of more frequent and intense weather due to the climate crisis, gamers are challenged to join an epic battle to support disaster relief.

Throughout the month of October, you can game on your favorite platform to raise funds for the Red Cross, helping provide vital aid to communities impacted by disasters. Rescue Royale is open to individual gamers, professional and collegiate e-sports teams, and gaming communities who want to use their gaming skills to help others.

The variety of opportunities and tournaments are listed at [www.rescueroyle.org](http://www.rescueroyle.org).

## Fundraising Rewards

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



Raise \$200 = Rescue Royale Hat



Raise \$400 = Charging Pad



Raise \$750 = Red Cross Disaster Kit



Raise \$1,000 = Rescue Royale Jersey

*\* 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.*

## Your Fundraising Dollars at Work



Raise \$95 = Provides food, blankets and additional supplies to a family of 3 for 1 day



Raise \$360 = Deploy an Emergency Response Vehicle for 1 day



Raise \$840 = Food and shelter for a family of 4 for 5 days



Raise \$10,600 = Open a Shelter for 1 Night

### 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:

*Every 8 minutes, the American Red Cross responds to a disaster. That is why I am participating in Rescue Royale, a fundraising event to raise lifesaving funds to help those impacted by disasters, large and small. The money I am raising will help provide food, shelter, relief supplies, and other assistance to those impacted...*

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.

### Start Fundraising on Streamlabs:

1. Go to <https://streamlabscharity.com/american-red-cross/event/rescue-royale-2023-gamers-vs-disasters> and select Fundraise.
2. Name your Campaign.
3. Add a description and select your campaign goal.
4. Click Create Campaign and select Publish.

## Fundraiser Tips

1. Set an achievable goal for yourself, if this is your first time, try \$200 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 [#RescueRoyale](https://twitter.com/RedCrossGaming)
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!

## Fundraiser Talking Points

- The Red Cross responds to more than 60,000 disasters every year. Large disasters like hurricanes, floods, and wildfires are increasing in frequency and intensity.
- During a disaster, the Red Cross provides safe shelter, food, relief supplies and comfort to those in need.
- Your donations are key to saving lives because donations fund nearly 100% of the Red Cross disaster relief efforts.
- After a disaster, the Red Cross works with community partners to provide hot meals, snacks and water served at shelters or from Red Cross emergency response vehicles in affected neighborhood.
- Your donation to American Red Cross Disaster Relief helps communities prepare for, respond to and recover from disasters big and small. This includes providing food, shelter, relief supplies, emotional support, recovery planning and other assistance, as well as supporting the vehicles, warehouses and people that make this help possible.
- Since 2019, we've seen a six-fold increase in the annual number of disasters causing \$1 billion or more in damage, compared to 40 years ago. This relentless pace of severe disasters has created more ongoing emergency needs — including for families who have been displaced year after year by extreme weather

## How Donations Help Disaster Victims

Here are how donations to your fundraiser can help those impacted by disasters.

- \$5 provides 1 blanket
- \$11 provides 1 hot meal, snack, and beverage to a person
- \$60 provides diapers, wipes, and formula for 1 infant
- \$200 provides a full day of food and shelter to a family of 4
- \$360 deploys an Emergency Response Vehicle (ERV) for 1 day



## Social Media Messaging Templates

- **Launch** your campaign with this message:  
I've joined the American Red Cross' Rescue Royale campaign and am raising money to provide food, shelter, relief supplies, and comfort to people affected by disasters. Please help me reach my fundraising goal of **(Insert fundraising goal)** by donating here **LINK TO YOU FUNDRAISING PAGE**. #RescueRoyale
- **Update** your supporters with this message:  
I'm close to reaching my goal of raising \$ **(insert fundraising goals)** to help the Red Cross provide disaster relief to those in need! Please help me reach my goal. **LINK TO FUNDRAISING PAGE** #RescueRoyale
- **Thank** a donor with this message  
Thank you **@nameofdonor** for donating to support me and the Red Cross. This relief effort would not be possible without the support of generous donors like you. #RescueRoyale
- **Ask** for more support with this message:  
My fundraiser is ending soon– can you help me finish strong and reach my goal? Just \$11 can provide 1 hot meal, snack, and beverage to a person in need. Please donate: **LINK TO FUNDRAISING PAGE**. #RescueRoyale
- **Celebrate** your successful campaign with this message  
We did it! With your support, I raised \$**TOTAL** and helped provide food, shelter, relief supplies, and comfort to disaster victims. Thank you! #RescueRoyale

## FAQ

### When should I participate?

Rescue Royale throughout the month of October. We encourage you to sign up early, set a fundraiser goal, and create a strategy.

### Do I have to stream?

No. Streaming is not required to participate in the Rescue Royale. However, past participants have found that streaming games 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 Red Cross. Learn more about other ways to support the Red Cross at [this link](#).

### 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.

**I would like to host a tournament. Can I do that instead?**

Yes. Everyone is welcome to join. Contact us at [charitystream@redcross.org](mailto:charitystream@redcross.org) to discuss your idea and learn about the tools we have to support you.