You can provide food, shelter, comfort, and hope to disaster victims.

rescueroyale.org
Help Disaster Victims: Join the Rescue Royale!

Join Rescue Royale, a fundraiser stream-a-thon and esports tournament that raises money to help those affected by disasters. From September 1 – October 15, you can set up an online fundraiser to help provide food, shelter, and hope to disaster victims. You can even connect your fundraiser to a livestream and play your favorite video game, cook, sing, or showcase your hobby-making skills. You can earn cool prizes, including a trip to Las Vegas to participate in our Rescue Royale live finale!

How to Join Rescue Royale

1. **FUNDRAISER STREAM-A-THON**: Fundraise to help people impacted by disasters by setting up an online fundraiser. Whether it’s a birthday, run/walk, or college event, you can fundraise in your own unique way. You can even connect your fundraiser to a livestream on Twitch or YouTube. The Top 9 fundraisers who receive the greatest number of donations will earn a trip to the attend the Rescue Royale Finale on October 15th in Las Vegas and be recognized for your contributions!

2. **ESPORTS TOURNAMENT**: Come to the rescue to help disaster survivors by joining the Halo Infinite Esports Tournament. Players who make it to the Top 8 leaderboard will earn a trip to Las Vegas to compete against each other at the HyperX Esports Arena in Las Vegas. Halo players can also participate in the fundraiser stream-a-thon and raise funds to help disaster survivors. Here is how to sign up for the Halo Infinite Esports Tournament:
   a. **Online Qualifier (10/1)**: Register for the Halo Infinite esports tournament. The Top 8 players will earn a trip to the finale. Registration opens September 1st.
   b. **Live Finale (10/15)**. The Top 8 players will compete from the HyperX Esports Arena and have the chance to win cool prizes!

Your Fundraising Dollars at Work

- Raise $100 = Full day of food and shelter to a family of 2
- Raise $360 = Deploy an Emergency Response Vehicle for 1 day
- Raise $1,000 = Food and shelter for a family of 4 for 5 days
- Raise $10,600 = Open a Shelter for 1 Night

Need Help? Contact charitystream@redcross.org.
Follow us on Twitter at @RedCrossGaming and Discord at American Red Cross
Rescue Royale Fundraiser Handbook

PRIZES!

Trip to the Rescue Royale Finale in Las Vegas!

- **Fundraiser Stream-A-Thon Participants**: Top 9 fundraisers who receive the highest number of donations between September 1 – September 30, 2022.
- **Halo Infinite Tournament Participants**: Players who make it to the Top 8 leaderboard.

Trip includes 1 roundtrip airfare and 2 nights hotel stay. Limited to continental U.S. only

Fundraising Rewards

Here are some fundraising rewards you can earn!

- Raise $25 = Sticker Pack
- Raise $50 = First Aid Kit
- Raise $100 = Tee
- Raise $300 = Mission Red Hoodie
- Raise $500 = Mission Red Medal Package
- Raise $1,000 = Mission Red Trophy Package
Recue Royale Fundraiser Handbook

Media Kit

Check out our fundraising toolkit for overlays, social media, talking points, channel badges and more!

Start Fundraising:

2. Insert Campaign Basic Information. Our toolkit has images and videos that you can use to populate your fundraiser. Here is a campaign description you can use.

   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. The money I am raising will help provide food, shelter, relief supplies, and other assistance to those impacted by disasters.

3. If you plan on Livestreaming, follow the prompts to connect Twitch, YouTube, or Facebook.
   a. If you do not plan on livestreaming, you can connect a YouTube Link or upload an Image
   b. Note: Only one form of media will show at a time. Livestream>YouTube Video>Image
4. Set your Campaign Goal. You can always raise your goal but cannot lower your goal once you publish your campaign.
5. Select Create Campaign.
6. Optional: Add Tools for Success! set up Rewards, Polls, Targets, Milestones, or Schedule
7. Publish your fundraiser! Note that you can still make edits to your fundraiser campaign after it is published.

Fundraiser Tips

1. Set achievable goals! We recommend setting your first goal to $200, which can provide a full day of food and shelter to a family of four.
2. Promote your campaign. Feel free to utilize our social media assets.
   a) Don’t forget to tag us on social: Twitter @RedCrossGaming we would love to support your efforts!
   b) Be sure to use #RescueRoyale
   c) Tag @Tiltify on Instagram and Twitter
3. Use our talking points to educate your community and donors about our programs and how their donations are making an impact
4. Get your friends involved to help fundraising
5. Take care of yourself! Take breaks, stay hydrated and have fun!

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Fundraiser Talking Points
1. 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.
2. During a disaster, the Red Cross provides safe shelter, food, relief supplies and comfort to those in need.
3. Overnight Shelter Stays: The Red Cross opens shelters to make sure people have a safe place to stay, a hot meal and access to other support from trained volunteers. The Red Cross helps anyone in need after a disaster, and everyone is welcome in their shelters.
4. Meals and Snacks: 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.
5. Emergency Response Vehicles: Mobile Response Vehicles (also known as ERVs) circulate throughout affected communities after disasters to hand out food, relief supplies, information, and comfort to those in need.
6. Mental Health Services: Red Cross mental health volunteers travel to disaster sites to help people cope after a disaster. Mental health workers specialize in providing emotional support.
7. Your donation helps to provide food, shelter, relief supplies and comfort when people need it most.

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
- $95 provides food, blankets, and additional supplies to support a family of 3 for 1 day
- $200 provides a full day of food and shelter to a family of 4
- $360 deploys an Emergency Response Vehicle (ERV) for 1 day
- $725 covers a Local Disaster Response

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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

Email Templates

**Subject line: “Please Help Give Hope”**

Dear {Name},

I’m participating in the American Red Cross’ Rescue Royale campaign, a fundraising event that raises money to help victims of disasters. The money I am raising will provide food, shelter, relief supplies, comfort, and hope when people need it most. It would mean so much to me if you could support my campaign with a donation.

Please Click Here {LINK TO YOUR FUNDRAISING PAGE} to give.

It'll take about ten seconds and any donation, large or small, is so appreciated.

Here are some ways that your donation could help.

- $11 provides 1 hot meal, snack, and beverage to a person
- $60 provides diapers, wipes, and formula for 1 infant
- $95 provides food, blankets, and additional supplies to support a family of 3 for 1 day

Again, to support my campaign please Go Here {LINK TO YOUR FUNDRAISING PAGE} and click on the Donate button.

Thanks so much for your support
FAQ

1. How do I join the Fundraiser Stream-A-Thon?
   a. SIGN UP: Set up an online fundraiser. You can even connect your fundraiser to a livestream and play your favorite video game, cook, sing, or hobby-making skills.
   b. FUNDRAISE: Ask your family and friends to donate to your fundraiser and recruit others to join your team.
   c. SAVE LIVES: Raise funds to provide food, shelter, and hope to disaster victims
   d. EARN PRIZES: The top 9 participants who receive the highest number of donations between 9/1 – 9/30 will earn a trip to attend the Rescue Royale finale at the HyperX Esports Arena Las Vegas! You can also earn custom prizes like t-shirts, first aid kits, and trophies!

2. How do I join the Halo Esports Tournament?
   a. Register for the Halo Esports tournament to compete in our online Qualifiers on 10/1. Players who make it to the Top 8 leaderboard will earn a trip to compete at the HyperX Esports Arena in Las Vegas. Registration opens September 1st.

3. Can I participate in both the Fundraiser Stream-A-Thon and Halo Infinite Esports Tournament?
   a. Yes, you can participate in both and raise lifesaving funds to help disaster victims. However, you can only earn 1 spot to Las Vegas. For example, if you make it to the Top 8 Halo leaderboard and are one of the Top 9 participants who receive the highest number of donations during the stream-a-thon, you will only earn 1 spot to Las Vegas.

4. When should I participate?
   a. Rescue Royale runs from September 1 – October 15th. We encourage you to sign up early, set a fundraiser goal, and create a strategy/schedule for multiple fundraising days throughout the 6-week period. The online qualifier for the Halo Esports Tournament is 10/1 and the finale is on 10/15.

5. Do I have to stream?
   a. No. Streaming is not required to participate in the Rescue Royale. However, past participants have found that streaming games on Twitch and YouTube is a fun way to fundraise, engage their community, and raise a lot of money.

6. Do I have to play video games?
   a. No, you don’t have to play video games to participate in the fundraiser stream-a-thon. All types of supporters can raise lifesaving funds to help disaster survivors. If you are participating in the Halo Infinite esports tournament, then you must play Halo Infinite.

7. Where do my fundraising dollars go?
   a. 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.

8. What is included in the trip to Las Vegas?
   a. Those who earn a trip to Las Vegas will receive (1) round-trip airfare and (2) two nights at the Luxor Hotel. The Las Vegas trip is limited to people who live in the continental U.S. However, if you qualify you can participate in the finale virtually.

9. What happens during the finale?
   a. During our live-broadcast finale, the Top 8 winners from the Halo Qualifiers, will compete on the main stage at the HyperX Arena! The finale will also recognize the Top 9 players from the stream-a-thon, fun competitions, and other surprises. Check out our 2021 Rescue Royale recap video!

10. What is the Halo Infinite tournament format for the Qualifiers?
    a. Competitors will play in 5-7 rounds of Last Spartan Standing. The top 8 competitors will win their trip to Las Vegas and an opportunity to compete in person at the HyperX Arena.

11. What is the Halo Infinite tournament format for the Finale?
    a. Competitors will play in 5 rounds (TBD) of Last Spartan Standing. The top 8 competitors from the qualifiers will participate in LSS for a chance at prizes.

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