

FUNDRAISING HANDBOOK



#MISSIONUNDEAD

CAMPAIGN OVERVIEW

Every 2 seconds, someone in the U.S. needs lifesaving blood. As the nation's largest blood bank, the Red Cross hosts more than 500 blood drives across the country every day. Behind every blood drive, there is skilled staff, specialized equipment and transportation costs, totaling an average of \$3,900. While it's a major expense, it's worth every penny to save lives.

That is why the American Red Cross and Undead Labs are partnering on our [Bleed to Lead Campaign](#).



BUT WE NEED YOUR HELP!

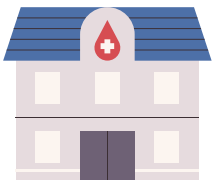


From **July 11 – July 24**, join us in fighting to ensure that lifesaving blood will be there for those in need by setting up an [online fundraiser](#) to help cover the cost of a blood drive.

In addition to making a lifesaving difference, you can earn fundraising rewards from Undead Labs and the Red Cross!

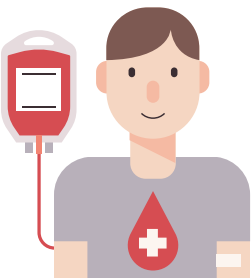
DONATION IMPACT

Every bit of support goes a long way in helping provide comfort, hope and relief to patients in need. A donation of any amount helps make a lifesaving difference for those in need of lifesaving blood.



\$10 Supports the network that makes the collection, testing, processing, and delivery of lifesaving blood possible.


\$77 Covers the cost to test, type, and match a unit of blood for a person living with sickle cell disease.




\$3,900 Covers the cost of a blood drive. This includes providing blood donor recruitment support, maintaining collections equipment, employing trained phlebotomists, and transporting the blood to a processing facility where it is tested, packaged, and safely stored until needed.

START FUNDRAISING

 Go to <https://tiltify.com/redcross/blood-saves-lives> and select start fundraising.

 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 2 SECONDS, SOMEONE IN THE U.S. NEEDS LIFESAVING BLOOD. AS THE NATION'S LARGEST BLOOD BANK, THE RED CROSS HOSTS MORE THAN 500 BLOOD DRIVES ACROSS THE COUNTRY EVERY DAY. THAT IS WHY I AM PARTICIPATING IN THE BLEED TO LEAD FUNDRAISING CAMPAIGN, TO RAISE LIFESAVING FUNDS TO HELP COVER THE COST OF A RED CROSS BLOOD DRIVE. HELP ME HELP OTHERS IN NEED TODAY! TOGETHER, WE SURVIVE.


 If you plan on Livestreaming, follow the prompts to connect Twitch, YouTube or Facebook.





If you do not plan on livestreaming, you can connect a YouTube Link or upload an Image




Note: Only one form of media will show at a time. Livestream>YouTube Video>Image


 Set your Campaign Goal. You can always raise your goal but cannot lower your goal once you publish your campaign.


 Select Create Campaign.


 Optional: Add Tools for Success! set up [Rewards](#), [Polls](#), [Targets](#), [Milestones](#), or [Schedule](#)

 Publish your fundraiser! Note that you can still make edits to your fundraiser campaign after it is published.


FUNDRAISER TIPS

 Set achievable goals! We recommend setting your first goal to \$200. Any funds you raise will help host a blood drive.


 Promote your campaign. Feel free to utilize our [social media assets](#). Don't forget to tag us on social: Twitter @RedCrossGaming, @UndeadLabs, @StateofDecay, we would love to support your efforts!

 Be sure to use **#MissionUndead**

 Tag @Tiltify on Instagram and Twitter

 Use our talking points to educate your community and donors about our programs and how their donations are making an impact

 Get your friends involved to help fundraising

 Take care of yourself! Take breaks, stay hydrated and have fun!



FUNDRAISING TALKING POINTS

Every 2 seconds someone in the U.S. needs blood and or platelets.

- ✖ Patients battling cancer or heart disease
- ✖ Children fighting sickle cell disease
- ✖ People giving birth
- ✖ Babies born premature
- ✖ People recovering from accidents



100,000 people in the US have sickle cell disease, most of whom are of African descent. Sickle cell patients can require blood transfusions throughout their lives. The most compatible blood is from a donor of the same race/a similar ethnicity.



One blood donation may help save up to 3 lives.



The Red Cross provides more blood than any other blood bank

- ✖ Providing 40% of U.S. blood, the Red Cross is the nation's single largest supplier
- ✖ Every day the Red Cross holds more than 500 blood drives



As part of your charity stream, you can help encourage others to schedule a blood donation appointment at their local Red Cross. You can direct people here to find their local Red Cross Blood Drive:

<https://www.redcrossblood.org/give.html/find-drive>

SOCIAL MEDIA MESSAGING TEMPLATES

Here are some sample social media messages you can use to help you promote your fundraiser.

SOCIAL MEDIA TEMPLATES



Launch your campaign with this message:

I'm raising money to help cover the cost of a #RedCross blood drive by raising \$ (Insert fundraising goal)! Please join me by donating here (Insert link to your fundraising page). #MissionUndead



Update your supporters with this message:

I'm close to reaching my goal of raising \$ (insert fundraising goals) to help @RedCross host blood drives! Please help me reach my goal. (Insert link to your fundraising page) #MissionUndead



Thank a donor with this message

Thank you @NAMEOFDONOR for donating to support me and the Red Cross. Together we are helping to collect lifesaving blood! #MissionUndead



Celebrate your successful campaign with this message

We did it! With your support, I raised \$ (insert fundraising total). Together, we helped @RedCross host blood drives to collect lifesaving blood. Thank you.

NEED HELP?

We're here for you! Please contact charitystream@redcross.org with any questions you have.

ABOUT STATE OF DECAY 2



The dead have risen and civilization has fallen. Not even the military could stop the zombies, and now it's up to you to gather survivors, scavenge for resources and build a community with up to three of your friends in a post-apocalyptic world – a world where every decision matters, and where you define what it means to survive in this ultimate zombie survival simulation.

State of Decay 2: Juggernaut Edition re-imagines the popular survival game as a brand-new experience to welcome first-time players... and those who've come back from the dead. This edition is packed with new and remastered content for the ultimate zombie survival experience.

Join over 10 million existing players and discover what Juggernaut Edition has to offer. No one survives alone!

