

Where It's Needed Most
FUNDRAISER HANDBOOK

MISSION
RED

STREAM HOPE. SAVE LIVES.



**American
Red Cross**

Where It's Needed Most: Fundraiser Handbook

Campaign Overview

Emergencies don't stop, and neither does the American Red Cross. In fact, over 21,000 people are helped by the Red Cross daily. People experiencing their darkest hours know they can turn to the Red Cross for help and hope. We're there for some of life's biggest emergencies: supporting patients in need of blood, military members in crisis, victims of disaster and countless others across the country and around the world. Our work spans the globe, but the impact of our services is personal and lifechanging.

You can create your own [fundraiser](#) to provide help and hope when people need it most.

Fundraiser Rewards

In addition to making a lifesaving difference, you could earn custom merchandise.



*\$10 Raised
Sticker & Pin*



*\$100 Raised
Tee*



*\$300 Raised
Hoodie*



*\$500 Raised
Medal Package*



*\$1,000 Raised
Trophy Package*

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Media Kit

Check out our [fundraising toolkit](#) for social media graphics, campaign images, and more!

Start Fundraising:

1. Go to <https://tiltify.com/redcross/where-its-needed-most-2023> and select start fundraising.
2. Insert Campaign Basic Information. Our [toolkit](#) has images, social media graphics, and logos that you can use to populate your fundraiser. Here is a campaign description you can use.

The American Red Cross assists more than 21,000 people each day. They are there for some of life's biggest emergencies: supporting patients in need of blood, military members in crises, victims of disaster and countless others across the country and around the world. That is why I am fundraising to support them. The money I am raising will help people during their greatest time of need.

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.
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) 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. **Providing Disaster Relief and Comfort:** Nearly 170 times a day, the Red Cross assists families effected by a home fire or other disaster.
2. **Delivering Lifesaving Blood:** The Red Cross must collect 12,500 blood donations daily to meet the constant patient need.
3. **Serving Those Who Serve our Nation:** Every day, the Red Cross provides 1,500 vital services to members of the military, veterans and their families.
4. **Giving Hope Worldwide:** Every day, the Red Cross helps reconnect about 25 families around the world who have been separated by war, disaster or migration.
5. **Training Caregivers and Lifesavers:** Every day, the Red Cross makes communities safer by teaching health and safety to nearly 13,000 people.

How Donations Help

Here are how donations to your fundraiser can help those who need it most.

- \$10 = Supports the collection, testing, processing, and delivery of lifesaving blood possible.
- \$100 = Stocks one patient comfort bag with items to be handed out to wounded, ill and injured service members and veterans.
- \$200 = Provides a full day of food and shelter to a family of 4.
- \$300 = Provides 300 measles vaccinations to protect children in the most vulnerable parts of the world.
- \$550 = Provides hot meals for 50 people.



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Social Media Messaging Templates

- **Launch your campaign with this message:**
I'm hosting a charity stream to help the Red Cross provide help and hope to those who need it most. Please help me reach my fundraising goal of **(insert fundraising goal)** by donating here **LINK TO YOUR FUNDRAISING PAGE**.
- **Update your supporters with this message:**
I'm close to reaching my goal of raising \$ **(insert fundraising goals)** to help the Red Cross provide help and hope to those in need! Please help me reach my goal. **LINK TO FUNDRAISING PAGE**
- **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.
- **Ask for more support with this message:**
My fundraiser is ending soon– can you help me finish strong and reach my goal? Any amount you can donate will help. Please donate: **LINK TO FUNDRAISING PAGE**.
- **Celebrate your successful campaign with this message**
We did it! With your support, I raised \$**TOTAL** and helped the Red Cross provide help and hope to those who need it most. Thank you!

Email Templates

Subject line: "Please Help Give Hope"

Dear {Name},

I'm emailing to let you know that I'm raising money for American Red Cross and it would mean so much to me if you could support my campaign with a donation.

Here are some quick facts about why I am fundraising for the Red Cross...**{SOME INFO ABOUT YOUR FUNDRAISER. THE MORE TANGIBLE, THE BETTER}**

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.

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.