Tiltify Overview

Thank you for your interest in supporting the lifesaving mission of the American Red Cross! You are on your way to joining a network of fundraisers, video gamers and streamers across the country who are helping provide hope and aid to families and individuals in need. No matter whether you're a lifelong gamer or just interested in fundraising in a fun and unique way, Tiltify is a crowdfunding platform designed with fundraisers in mind to make it easy to support the American Red Cross while you live stream video games or whatever you love doing!

By fundraising on Tiltify, users can build campaign pages in less than 5 minutes and access a variety of tools that make it easy to connect your live stream and social media accounts to accept donations, create rewards for donors, explain your schedule and goals, and share with your friends to join the FUNdraising. Whether you spend the time to go through all the tools available or just want to get your donation link live and functional, this guide will get you started with your charity campaigns for the American Red Cross!

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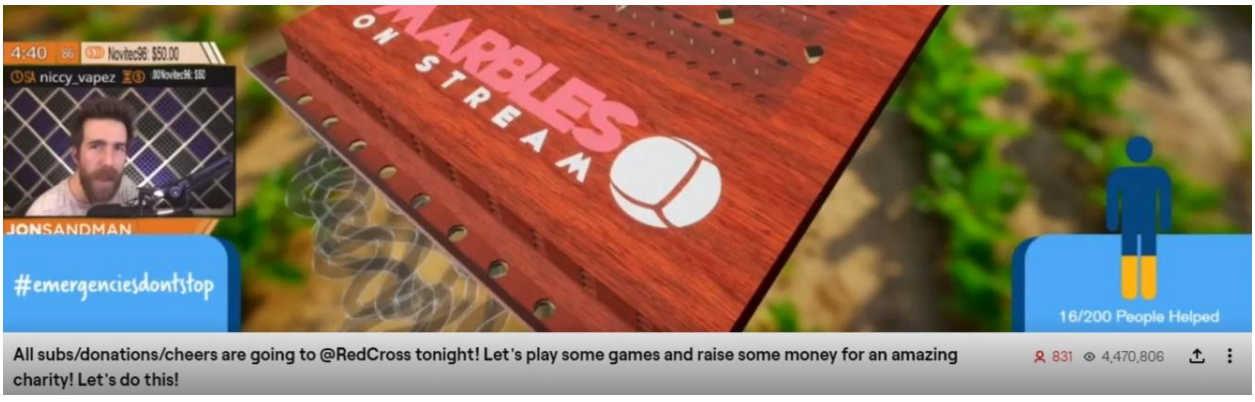
I. Getting Started

Quick Start Guide to Tiltify

Whether you are new to Tiltify or already have an account, you can set up a fundraiser in 10 easy steps:

1. Create or sign into your Tiltify account.
2. Go to "Create a New Campaign".
3. Search for the American Red Cross as the charity you want to support.
4. Either select an event already happening or choose just to support the American Red Cross.
5. Register as an individual campaign or register to support a team.
6. Publish your fundraiser!
7. In your campaign's dashboard, you can find links where you can copy your campaign URL for sharing, as well as a donate URL to put the donate button onto your Twitch page.
8. Optional Step for Teams: If you want to create a team for other fundraisers to join to support, you'll have to register a team under the "Teams" tab from your dashboard. Once done, you can create a team campaign for others to join.
9. Connect your social accounts and stream your game on a site like Twitch, YouTube, Mixer or Facebook. If fundraising on Twitch, consider adding the Tiltify Donations extension to your Twitch channel to help drive your fundraising efforts and make donating easier.
10. Spread the word and share your campaign with your followers on social media to raise funds for your charity! You can use our helpful fundraising tips and tricks to help get you started.

For more detailed explanations on the different steps for fundraising on Tiltify, use the guide below.



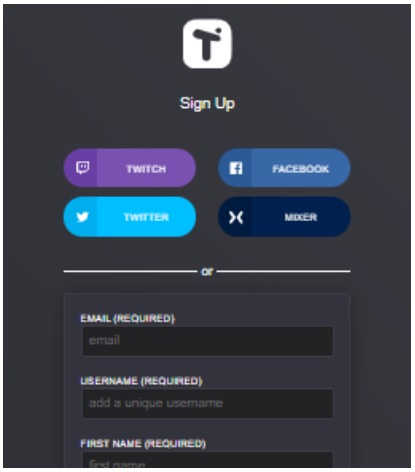
Sign-In or Create Your Account

To fundraise on Tiltify, you need to have an account.

- If you already have a Tiltify account, log in and skip to "Choosing the Red Cross".
- If you are new to Tiltify, follow the steps below in order to create an account.

Creating a Tiltify Account

Start by going to https://tiltify.com/users/sign_up, then fill out the required information below, then confirm your account via email.



- **Required Information:**
  - First and Last Name
  - Unique Email Account
  - Unique Username

***Note**: You can login with existing social accounts on Facebook, Twitter, Twitch or Mixer to create an account.*

Choosing the American Red Cross

To support the American Red Cross on Tiltify, start by going to https://tiltify.com/redcross. Select "Start Fundraising" and then select one of our active events or create your own. If you are starting from your own Tiltify account, select "Create Campaign," then search for and select "American Red Cross" under "Choose your Cause."

Creating Your Fundraising Campaign

Once you've chosen the Red Cross as your cause, it's time to create your personal campaign.

Choose Your Campaign Type

Whether joining an existing Fundraising Event or starting your own campaign, you will need to select a campaign type from the options below.

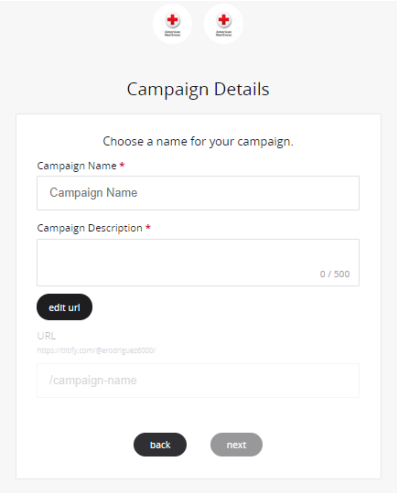
- **Individual** – Fundraise on your own by creating your own campaign.
- **Team** – Create a new team and invite your friends to join your campaign.
- **Support** – Join an existing team and support their fundraising efforts. Occasionally, major fundraising events include leaderboards and possibly prizes, which is where you will want to create a supportable team campaign so individual fundraisers can join and be represented.

***Note**: If the Team type is not available, create a team in your User Dashboard first.*

Updating Campaign Details

Once you have selected a campaign style, follow the prompts to update the details.

- Campaign Name
- Campaign Description
- Campaign URL
- Start and End Date
- Campaign Goal



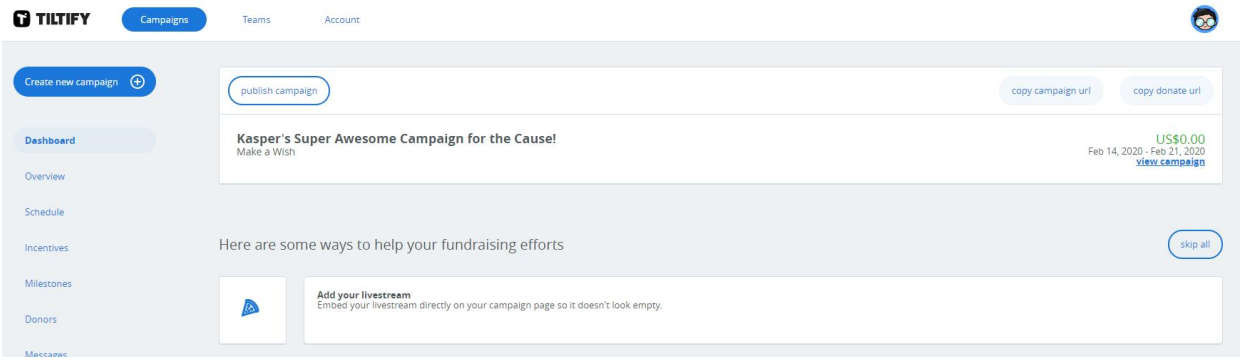
Review your details in the “Summary,” then click "create campaign", you will be on the campaign dashboard and only steps away from starting your fundraiser!

Note: *The goal amount can be changed after your campaign is created, but we suggest making this amount lower so you can hit your goal and increase it as you go.*

Using Your Dashboards

After creating your campaign, you will be directed to your User Dashboard, which is incredibly useful to know and understand. Your dashboard has three main sections: Campaigns, Teams, and Account.

❖ Campaigns



The Campaigns tab will take you to a list of every campaign created using your account, categorized as either published, unpublished, or archived. In this section, you can toggle between individual and team campaigns in order to view or edit. From here, you can select any campaign listed and access a Campaign Dashboard for that specific fundraiser.

When accessing a Campaign Dashboard, you’re able to edit your campaign details, adjust your fundraiser goal, change event dates, and generate a schedule.

Tiltify also offers a variety of other fundraising tools available in the Campaign Dashboard that can help your fundraiser standout and be even more engaging. You can find out more about them on Tiltify by clicking on the list below:

- Create Donation Reward Incentives
- Add Milestones
- Add Polls
- Add Targets
- Read Donor Messages
- Add Tiltify Fundraising Overlays

There is a TON of in-depth information and tutorial videos available covering the Campaign Dashboard on Tiltify that you can find here. If you just want to keep it simple and get your donation link live - click the "Publish" button in the top right to activate your campaign and provide you with a donation link.

Using Overlays: Make Your Fundraiser Pop!

When fundraising, having a visual element that displays how much money has been raised is a critical key to success. Incorporating overlays available on Tiltify is a great visual tool to add to your live stream arsenal to instantly let your audience know that you're hosting a fundraiser for the Red Cross. By using overlays, you can focus on creating a fun and engaging live stream without having to constantly remind your audience it's for a charitable cause.

- **Finding Tiltify Overlays –** To get started, you can find the Overlay tab on the left side of your Campaign Dashboard. From there, you can select 3 different types of overlays for you to choose from to take your fundraising game to the next level:

  - *Compact Overlay:* This overlay contains the cause avatar and name, your progress bar, goal, amount raised, and highlights the last donor, next milestone, and the top donor. It's a great overlay if you want a lot of information in a minimal amount of space!

  - *Original Tiltify Overlay:* This overlay contains the charity avatar and name, your progress bar, goal, amount raised, and highlights the most recent and top donor interchangeable.

  - *Tiltify Overlay 2.0:* This overlay contains the charity avatar and name, your progress bar, goal, amount raised, and highlights the last donor, next milestone, and the top donor. This overlay is more experimental, and you can use the Cause Colors and customize details shown depending on your needs.

- **Adding Overlays –** No matter which overlay you choose, you will have to use a Browser/Webpage capture in order to use them. They all require the same settings - just a different link for each one. Two Browser/Webpage Capture software's you can download for free are OBS and XSplit. Instructions on how to add overlays using either software are available in this Tiltify guide.

- **Other Donation Alert Integrations -** To add even more flair to your fundraising efforts, make sure to check out Tiltify's integrations with Streamlabs, StreamElements, and StreamJar to add pop-up notifications for whenever someone donates to your campaign. While Tiltify overlays animate whenever donations are received, these can add another layer to style and fun to your fundraiser.

❖ Teams

This tab will take you to a list of teams you have joined. A team is a group created on Tiltify that will allow you to organize/create team campaigns. Clicking on "View" will take you to the team's profile page, while "Edit" (if you Own or Manage the team) will take you to the edit page, where you can change the team name, bio, manage other members, and create new team campaigns.

❖ Account

This tab is where you can update and view all your personalized information. The main sections of this tab are the following:

- **Profile Settings** – Username, password, avatar, and bio settings are available here. This is also where you find options for linking your social platforms, including: Twitch, YouTube, Mixer, Facebook, and Twitter. There is also a website URL section for personal websites.

- **Personal** – Name, address, email, newsletter, and options to delete your account are available here.

- **Registrations** – Fundraising event registrations can be found here. These registrations are normally created for larger fundraising events and conventions that you can sign up for. When available, clicking on any of these registration links will allow you to edit your registration information (such as your mailing address) as these events typically mail out prizes to their top fundraisers.

To learn more, here's an in-depth overview from Tiltify on the capabilities of the User Dashboard.

Connecting Social Accounts

Social media is an essential part of Tiltify for connecting and fundraising. This section outlines how to connect your social accounts to your Tiltify profile before you start fundraising.

Connecting Your Accounts

- When you first login, you will be automatically redirected to your account page. If you were already logged in, click on your profile image in the top-right hand corner → **Dashboard** → **Account** on the navigation bar.

- Under **Profile Settings** (the default page for your account), you will see a list of social networks we connect with - including: **Twitch**, **YouTube**, **Mixer**, **Facebook**, and **Twitter**. There is also a website URL section for those that also have personal websites they would like to link to. To fill in each section, click on it, fill in the information, and click save.

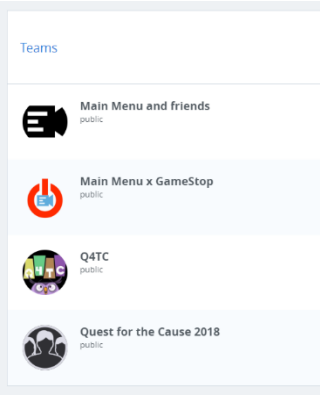
Your Profile Page

- Once you have your social accounts connected, they will be represented on your Tiltify profile page. On this page, which will include the teams you are a part of and current/archived campaigns, you will now have a bubble that links to all the social accounts you provided on your Profile Settings!

II. Team Fundraising

Creating a Team

A little bit of fundraising competitiveness and camaraderie can bring out the best in some communities so consider working alongside other content creators or friends and create a Fundraising Team. Once you create a team from your User Dashboard, you will be able to select your team as an option when you join or create a new campaign for the Red Cross.



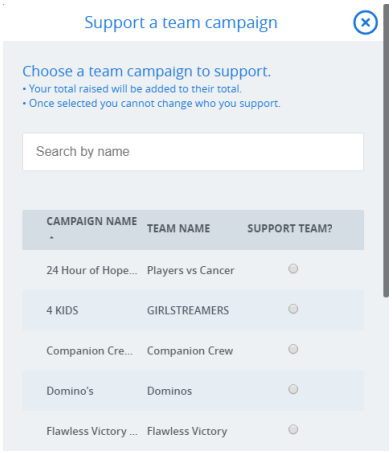
- **Getting Started** – Go to your Teams tab and select "Create Team," then enter a team name.

- **Edit Team Campaign Details** - Proceed through the on-screen instructions, which will ask for your campaign name/URL, start and end dates, and fundraising goal. For some major fundraising events, they might require you to register some personal information - this is for shipping purposes in case you win any prizes during your fundraiser. After creating your team campaign, your dashboard will look like the individual campaign dashboard.

Enabling Supporting Campaigns

- Once you have created your team campaign, your campaign dashboard will look the same as if you were creating an individual campaign. One difference is under "Overview", where you will have an option to choose if this campaign is supportable by others. Check off this option if you wish to allow others to create individual campaigns to support this team campaign.

- You can also limit the support of the campaign to team members, restricting it to those you have already approved to represent your team on Tiltify. Either way, by enabling supporting campaigns via "Supportable," their total amounts raised will also be represented in your team total.



Note: *You must have your team campaign published before anyone can create a supportable campaign for it. To learn more about creating a supportable team campaign, review this Tiltify article.*

III. Helpful Tips and Tricks

Understanding the Red Cross Mission

To help make your fundraiser a success, here are some talking points on what donations can provide.

How Your Support Can Help Make a Difference:

- **$7.50 gift** can provide 1 comfort kit containing hygiene items and 1 blanket to a person in the aftermath of a disaster.
- **$10 gift** can provide 1 hot meal and additional snacks to a person affected by disaster.
- **$15 gift** provides 1 smoke alarm installation. The Red Cross installs smoke alarms and provides fire and disaster safety education in at-risk communities across the country.
- **$20 gift** provides breakfast, lunch and dinner to a person during times of disaster. Meals are served by Red Cross workers at shelters or Red Cross emergency response vehicles driving through neighborhoods.
- **$26 gift** can cover the cost of providing emergency communications and critical community services to one military family.
- **$50 gift** can provide a full day of food and shelter for one person displaced by a disaster. This includes breakfast, lunch and dinner; a cot; two blankets; and a comfort kit with necessities like toiletries.
- **$120 gift** can provide a complete emergency kit for family of five with hygiene supplies, blankets, tarps, water containers, a kitchen set and more after an international disaster.
- **A gift of any size** will help support the urgent needs of the Red Cross mission.
- **A gift of any size** can help ensure that lifesaving blood and blood products are available.

Making an Impact, Every Day

Every day, nearly **30,000 people** receive assistance from the American Red Cross. That's 20 people every 60 seconds.

Nearly **170 times a day**—or every 8 minutes—Red Cross workers help a family affected by a home fire or other disaster.

The Red Cross must collect more than **13,000 blood donations** every day to meet the constant need for lifesaving blood.

More than **17,000 people** each day receive lifesaving Red Cross health and safety training and information, making our communities safer.

Every day, nearly **1,100 services** are provided to members of the military, veterans and their families, helping them prepare for, cope with and respond to the unique challenges of military life.

On average, more than **464,000 children** a day receive a measles or rubella vaccination from the Red Cross and our partners.

Our lifesaving work is powered by a workforce of more than 90% volunteers and generous public donations. 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.

Live Stream Fundraising Best Practices

- **Promote Your Live Stream.** Let your network know ahead of time so they can plan to tune it.
- **Create Engaging Description.** Help viewers better understand your live stream content and why.
- **Rehearse ahead of time.** Be ready to explain why you're fundraising. Introduce yourself at the start of the video and why you're advocating for life-saving mission of the American Red Cross.

- **Be Friendly.** Smile and be energetic.

- **Repeat Your Message.** Periodically repeat what you are doing and why supporting the American Red Cross is important, specifically for people joining late to watch your Live Stream.

- **Get Support.** Have a friend or family member watch your live video so they can tell you if there are any issues with it, such as sound or quality issues.

- **Engage and Thank Your Viewers.** People viewing may comment on your video while you're recording so try to thank them in real time for their support and donations. You should also post after your last live video thanking your network of supporters for watching and engaging.

- **Use Incentives.** Tiltify provides a variety of tools for incentivizing donors, a great way to encourage your community to donate to your fundraiser campaigns. Tiltify provides a variety incentive tools for creating and tracking Rewards, Polls, and Targets (also known as Challenges).

- **Live Stream During Peak Audience Hours.** According to Twitch statistics, 4 PM EST is the peak viewing time on the platform. However, if you are a regular streamer, you know when your audience is watching best so try to optimize your fundraiser around your own peak viewing hours.

- **Call to Action**. Throughout the video and at the end, repeat a "Call to Action" to get viewers to donate and share your video.

- **Abide by the Red Cross Social Media Guidelines and Best Practices.** Be a good social citizen and follow the provided Red Cross Social Media Guidelines and Social Media Best Practices.

- **Don't Forget to Get Signed Consent**. If live streaming inside of someone's home or private property, make sure you obtain written permission.

- **Don't Pressure Volunteers.** Don't force people to be on your live stream if they don't want to be.

- **Don't Use Obscene Language or Gestures.** Always keep your video clean and family friendly.

- **Don't Use Pre-recorded Content.** Facebook can punish you for not using Live content.

Live Stream Fundraising Tips

- **Tell Your Story.** Let your passion lead the way in persuading others of its worthiness for support. If you are fundraising in honor of someone, share that. Sharing a personal story about why you're involved and why you are fundraising is powerful helps others relate to your cause.

- **Be Authentic.** You are the best poster and advocate for your cause. Smile, laugh, build relationships and relationships – make fundraising a fun experience every step of the way.

- **Be Prepared.** Prepare for your video in advance to ensure content unfolds smoothly.

- **Suggest A Minimum.** Give your audience donation options. For example, as little as $20, can provide breakfast, lunch and dinner to someone in need.

- **Ask Creatively.** Don't be afraid to use your imagination and to incorporate a sense of humor. Use visual tools, graphics and social media to reach beyond family and friends.

- **Follow-up.** Engage supporters and potential supporters with updates on your progress and on how their money will make a difference. Send them visuals of you in action.

- **Promote Through Multiple Channels.** Don't just focus on social media. Word of mouth is powerful tool to get people tuned in! Send emails, text messages, make calls to spread the word.

- **Pick the Right Location.** Effective imagery moves people to act. Be sure to set your video in an environment that will capture viewer interest.

- **Know Your Audience.** Figure out who you will be speaking to and tailor your message to fit and appeal to them. The length and format of your pitch depends on the channel you chose.

- **Involve your audience.** Answer questions while Live and address those who engage your fundraiser by name.

- **Create A Timeline.** Start with your end goal and work backwards in baby steps. Build a plan.

- **Don't Be Afraid of Plan B.** Some of your fundraising may not work out. Don't dim your hopes — just re-strategize and go in a new direction.

- **Thank, Thank, Thank!** Constantly recognize partners, sponsors, donors, mentors, team members, supporters, and anyone who has helped you along the way. Nobody does it alone!