HELPING WITH RED CROSS MONTH & GIVING DAY

Thank you for joining our March for Disaster Relief fundraising campaign!

Throughout the month, leading up to Giving Day on March 23, we encourage supporters like yourself to raise awareness and lifesaving funds to help those impacted by disasters big and small.

By joining together through the power of gaming and charity streaming, we can make a major impact for those affected by home fires, natural disasters and emergencies that turn lives upside-down.

Your fundraiser for disaster relief support makes a lifesaving difference by providing food, shelter, supplies, and other essential assistance and services in times of crisis. #HelpCantWait

Key Donations to Ask Your Supporters For

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

Below are some suggested symbolic donation amounts you can focus on to help communicate the impact of supporting your fundraiser and to encourage donations big or small. Feel free to use these to determine your fundraiser goal (e.g., a goal of $500 raised helps provide 50 meals to help those in need.)

Suggested Donations:

$5 Donation = Provide a Comfort Kit + Facemask & Hand Sanitizer
Comfort kits, ready for distribution nationwide, contain the basic personal supplies someone needs in the aftermath of a disaster.

$10 Donation = 1 Hot Meal in Time of Need
These meals include a main course, snacks and a drink and are distributed at shelters or through Emergency Response Vehicles.

$20 Donation = Full Day of Food
Provides breakfast, lunch, and dinner to someone in need in the wake of a disaster.

$50 Donation = Full Day of Shelter
Provides a full day of food and shelter for someone in need in the wake of a disaster.

Setting Goals for Your Fundraiser

Setting clear goals for your Tiltify fundraiser will help you focus your calls to action to your community to encourage support for your campaign.

Below are some different symbolic fundraising goals for your fundraiser to help focus your milestone messaging on what you are trying to achieve with your supporters and community. Feel free to multiply them as needed e.g., raising $3.5K helps deploy 10 Emergency Response Vehicles in the wake of a disaster.

Suggested Goals:

$100 Goal Raised = Provides a Full Day of Food for 5 People
This service includes providing breakfast, lunch, and dinner to someone impacted by disaster.

$350 Goal Raised = Deploys an Emergency Response Vehicle
This specialized vehicle serves people affected by disasters by delivering meals, supplies, and other disaster relief services.

$700 Goal Raised = Covers a Local Disaster Response
This includes dispatching an Emergency Response Vehicle, deploying 2 volunteers, and providing financial assistance to 1 affected family.

$1K Goal Raised = Provides 100 Meals in Times of Need

Every hour, we help about **1,000 people facing emergencies**—disaster survivors, patients needing blood and more.

How to Get Started on Tiltify

You can set up a March for Disaster Relief fundraiser in 10 easy steps:

1. Create a new Tiltify account or sign into an existing one.
   You can also sign up directly with your Twitch, Facebook, or Twitter account.

2. Visit https://tiltify.com/redcross/red-cross-month-giving-day-2022 to register and create your fundraiser.

3. Once signed in, you can select your specific local region that you want your fundraising efforts to go to.

4. Enter the required basic information for your fundraiser and livestream details.
   You can always skip where possible and edit later from your fundraiser dashboard.

5. If you are fundraising by yourself, please select "Individual". If you are the leader of a fundraising team, you can select "Team" to create a Team Campaign. If you are looking to support an existing team, select "Support" and choose the available team fundraiser you wish to support.
   a. 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.

6. Continue entering the required basic information for your fundraiser and livestream details.
   You can always skip where possible and edit later from your fundraiser dashboard.

7. Once ready, click "Create Campaign" to finalize and take you to your fundraiser dashboard.

8. In your campaign's dashboard, edit and finalize your campaign details.
   Once ready, make sure to click "Publish" to make your campaign publicly viewable.

9. In your published campaign dashboard, you will also be able to find your campaign links needed for sharing and driving donations to your fundraiser and charity stream. You can also add incentives and create custom overlays to use during your livestream through your fundraiser dashboard.

10. Now that its published, start spreading the word, share your livestream dates, and encourage your followers to donate to your fundraiser by communicating its impact and challenging them to help! Streaming across multiple dates to build momentum and raise awareness that you're fundraising within your community.
    a. Consider adding the Tiltify Donations extension to your Twitch channel to help make donating easier.

For more guidance on navigating the fundraiser dashboard and using the different tools available on Tiltify, visit the Tiltify Knowledge Base Library for more information.

RESOURCES: Quick Start Tiltify Toolkit | Red Cross Streamlabs OBS Theme |CrowdControl Guide | Setup Red Cross Disaster Relief | Red Cross Blood Services | Red Cross International Services | Red Cross SAF

Play Crowd Control Compatible Games to Help with Fundraising

While you can play any game or showcase any activity you want as part of your charity stream, playing **CrowdControl** compatible games is a fantastic way to get your audience to donate and sabotage your gameplay as you fundraise! Available only for Twitch streamers, CrowdControl lets viewers take control of your game.

See below the full list of compatible games with their guides and [download the Twitch extension](#).

- **Banjo Kazooie**
- **Bedlamball**
- **Castlevania**
- **Castlevania III: Dracula's Curse**
- **Castlevania: Symphony of the Night**
- **Celeste**
- **Cities: Skylines**
- **Contra**
- **Dark Souls**
- **Dark Souls III**
- **Deus Ex**
- **Dr. Doggo: Enter the Glitch**
- **Dragon Crystal**
- **Duck Hunt**
- **Fall Guys**
- **Gradius**
- **Kirby Super Star**
- **Megaman 2**
- **Megaman 3**
- **Megaman 4**
- **Megaman 8**
- **Megaman X**
- **Minecraft**
- **Pokemon Red/Blue**
- **Punch-Out!**
- **Raft**
- **Rocksmith 2014 Remastered**

- **SM/Z3R Crossover**
- **Scholastic Animorphs**
- **Sim City**
- **Skyrim Special Edition**
- **Sonic Adventure 2**
- **Sonic Mania**
- **Spelunky**
- **Stardew Valley**
- **Subnautica**
- **Super Mario 64**
- **Super Mario 64 Randomizer**
- **Super Mario Bros. 2**
- **Super Mario Bros. 3**
- **Super Mario Kart**
- **Super Mario RPG**
- **Super Mario World**
- **Super Mario World 2: Yoshi's Island**
- **Super Metroid**
- **Terraria**
- **The Binding of Isaac: Afterbirth+**
- **ToeJam & Earl**
- **ToeJam & Earl: Back in the Groove!**
- **Tony Hawk's Pro Skater 2**
- **Zelda I: The Legend of Zelda**
- **Zelda II: The Adventure of Link**
- **Zelda: A Link to the Past Randomizer**
- **Zelda: Breath of the Wild**
- **Zelda: Orcarina of Time Randomizer**
- **Zelda: The Wind Waker**

Fundraiser Talking Points on Why to Help

Here are some talking points that you can use during your fundraiser. You can use these talking points to explain to your audience why you are supporting the Red Cross and why you need their help.

- Every March, the Red Cross honors people like you who make their lifesaving mission possible — the individuals across the country who turn compassion into action, helping others in times of crisis. Since 1943, Red Cross Month has become an annual event aimed at encouraging others to help those in need by volunteering, giving blood, or donating financial support.

- **Every day, more than 24,000 people receive assistance from the Red Cross – that's about 1,000 people helped every hour. You can support the lifesaving mission of the Red Cross by donating to support disaster relief.**

- An average **of 90 cents of every dollar** the Red Cross spends is invested in delivering care and comfort to those in need

- **Disaster Relief**
  - Emergencies are more common than you may think. In fact, the Red Cross responds to an average of over 60,000 disasters every year – that's an emergency every 8 minutes. Most of these disasters responded to are home fires.

  - With record temperatures, powerful storms, stronger hurricanes, devastating wildfires and other disasters and extreme weather events on the rise, so is the need to better prepare and respond to with relief for those impacted.

  - From small house fires to multi-state natural disasters, the Red Cross goes wherever they are needed, so people can have clean water, safe shelter, and hot meals when they need them most.

  - The Red Cross opens shelters in times of disaster to ensure people have a safe place to stay, a hot meal, and access to other support from trained volunteers who provide a variety of services in the wake of a disaster. Red Cross shelters are open to everyone in need regardless of race, religion, gender identity, sexual orientation or citizenship status, and all disaster assistance is free.

  - The Red Cross deploys Emergency Response Vehicles (ERVs) to circulate throughout affected communities after disaster to hand out food, relief supplies, information, and comfort to those in need.

  - After the emergency phase of a response has been completed, the Red Cross turns to helping people recover and addressing lingering community needs. This includes:
    - Providing emergency financial assistance in the immediate aftermath of a disaster
    - Distributing financial assistance for households that need extra help in the long-term
    - Providing grants for community-based recovery services

- **Examples of Red Cross Disaster Relief:**
  - 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.

  - Meals and Snacks: After a disaster, the Red Cross works with partners to provide hot meals, snacks and water served at shelters or from Red Cross emergency response vehicles in affected neighborhood.

  - Distribution of Emergency Supplies: Emergency supplies and comfort kits help people in the immediate aftermath of a disaster and in the days that follow. Comfort kits contain basic personal supplies needed such as toothbrush, deodorant, and shampoo. Other supplies can include tarps, rakes, shovels, and trash bags.

  - Health & Mental Health Services: Red Cross health workers can provide first aid treatment for injuries, monitor the well-being of people staying in Red Cross shelters, and replace prescription medications or eyeglasses. Red Cross mental health workers travel to disaster sites to help people cope after a disaster.

    RESOURCES: Quick Start Tiltify Toolkit | Red Cross Streamlabs OBS Theme |CrowdControl Guide | Setup Red Cross Disaster Relief | Red Cross Blood Services | Red Cross International Services | Red Cross SAF

Helpful Charity Stream Tips and Tricks

- **Promote Your Live Stream.** Let your network know ahead of time by setting a date in advance so your audience can plan to tune in. This is useful for several reasons. It lets you spend plenty of time hyping it up and nailing down your plans while allowing your audience to save the date and donate ahead of time. It's also useful to plan to stream across multiple days to help build momentum and grow awareness with your viewership.

- **Research and Rehearse.** Be ready to explain why you're fundraising. Introduce yourself at the start of the video and explain why you're fundraising for the American Red Cross to help those in need. To help, visit www.redcross.org to learn more about us and how we help those in need. You can also use Fundraiser Talking Points and other charity stream resources available on www.redcross.org/gamers.

- **Be Friendly, Genuine and Enthusiastic.** Smile and be energetic. Conveying a genuine passion for helping with a fundraiser will resonate with your audience and encourage support during your charity stream.

- **Repetition is Key.** Periodically repeat what you are doing and why supporting the Red Cross is important. It continues to bring attention to the fact that you are fundraising and reminds people joining late to watch your charity stream.

- **Get Moderator Support.** If possible, 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. They can also help by posting donation link reminders.

- **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 to thank your community after fundraising.

- **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). CrowdControl is also a fantastic way to incentivize your audience to give!

- **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 your charity stream, consistently repeat a "Call to Action" to get viewers to donate and help.

- **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 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.

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