



American
Red Cross

Youth Engagement

Rescue Royale Fundraiser: Team Leader Instructions

Introduction to Rescue Royale

Are you ready to make a difference? This October, the American Red Cross is launching its Rescue Royale Campaign, and we want YOU involved!

Through the Rescue Royale initiative, your Red Cross Club will create a personalized campaign page to collect trackable donations. By collaborating with your fellow club members, you'll have the opportunity to reach out to generous individuals and raise substantial funds for your campus. Rescue Royale empowers you to take ownership of the funds you raise, all while giving back to your community. It's worth noting that past Red Cross fundraisers using this approach have raised over \$2,000 with minimal time commitment.

This opportunity is not only perfect for resume-building, but will also provide you with the leadership experience and confidence you need to plan and execute any future Red Cross fundraisers you intend to run within your club. Interested? Fill out [this interest form](#)!

Setting Up Your Campaign Page

Setting up your campaign page is a quick process that only requires 5-10 minutes of your sponsor's time. Your teacher sponsor for your Red Cross Club will need to set up a Tiltify page within your region's fundraising team. This will allow you to track your donations and compete with other Red Cross Clubs in your area. Ask your sponsor to follow the teacher sponsor guide on our [landing page](#) to create a Tiltify for your school!

IMPORTANT: Since Rescue Royale is a nationwide fundraising initiative and donations are transferred directly to the Red Cross general fund, it is not necessary to run this fundraiser through a school account or your campus bookkeeper. Your club can simply set up a campaign page that's affiliated with the national network, bypassing typical approval processes that are associated with school fundraiser accounts.

Making an Impact

Now that you've set up your campaign page, it's time for you and your team members to harness your social networks to raise funds for Red Cross humanitarian efforts! The direct donation option on Tiltify makes it possible to raise significant funds through outreach. Here is how you and your team can raise the most funds possible:

1. Fill out the [Rescue Royale 2023 RCC Interest Form](#).
2. Ensure that your teacher sponsor has created a Tiltify campaign page through the teacher sponsor guide on our [landing page](#). (10-15 minutes)
3. Ask your teacher for the "amplify" link and make sure you have it on hand.

4. Assemble a fundraising team of club members and/or officers.
5. Organize a meeting with your team members where you explain the Rescue Royale campaign to them.
6. Instruct each team member to create their own personalized donation URL
7. By clicking on the “amplify” link that your sponsor has sent you, you can use your email to create a personalized donation URL.
8. This will allow your sponsor to track where the donations are coming from and which team members are pulling their weight.
9. Instruct each member of your fundraising team to reach out to 15 adults
10. For best results, outreach should occur over text.
11. In addition, it is recommended that team members text close relatives, family friends, and mentors who have a close personal connection— and are therefore more likely to donate.
12. Use the pre-written text message template provided on our donation tracking document (available on our [landing page](#)) to request your 15 contacts for donations.
13. Follow up with unresponsive contacts every 2-3 days until three outreach attempts have been made

This strategy makes it possible to extend the reach of your fundraiser outside of a youth/young adult audience and into a demographic that is more likely to donate. With 5 team members, this approach will allow you and your team to contact a combined donor base of 75 adults who are financially capable of donating. Feel free to reach out to more than 15 adults each— the more outreach that occurs, the more your club will raise. This direct donation option is empirically effective and will allow you to raise thousands of dollars for your school!

Tracking Donations via Outreach

Ensuring that all members on your fundraising team are on top of their outreach goals is difficult, so we've created a **donation tracking document that you can use for your campus** (check our youth [Rescue Royale page](#)). Make a copy of this document and share it with your team members/officers. Over the course of the Rescue Royale Campaign, team members can fill out the document with their progress, and you'll have the opportunity to check in with any teammates that are lagging behind.

Moreover, individuals interested in the Rescue Royale campaign should attend the nationwide weekly meetings that will be hosted for youth involved. If you want to be looped in, fill out this [interest form](#).

Fundraising Incentives

Individuals who raise support for the American Red Cross on Tiltify are eligible for premiums! The following rewards will be sent to your campus after reaching certain benchmarks on Tiltify:

- \$200 – Rescue Royale Hat
- \$400 – Rescue Royale Charging Pad
- \$750 – Rescue Royale Disaster Kit
- \$1000 – Custom Rescue Royale Jersey

Livestreaming

The Rescue Royale campaign is also perfect for any kind of gamer. Whether you're interested in Call of Duty, Overwatch, or even Roblox, you also have the opportunity to connect livestreaming services to your Tiltify campaign and play video games while raising money for a great cause! If you are interested in this, ask your sponsor to select the livestreaming option on Step #9 of the sponsor guide available on our [website](#).

Thank you for your support and participation in Rescue Royale 2023!

Contact your local Red Cross Region for more information.

Impact Starts Here

Share pictures from your Rescue Royale fundraising by posting them on Instagram and tagging [@americanredcrossyouth](#) emailing us at youth.involvement@redcross.org.