Rescue Royale Fundraiser: Club Sponsor Instructions

Introduction to Rescue Royale

Are you ready to empower your students and make a meaningful impact this October? The American Red Cross is launching its Rescue Royale Campaign, and we invite you to be a crucial part of this project!

Through the Rescue Royale initiative, your Red Cross Club will receive its own personalized campaign page designed for collecting trackable donations. By collaborating with your club's dedicated fundraising group/officer team, you will provide your students with the unique opportunity to reach out to generous adults and raise substantial funds for your campus. Rescue Royale not only allows your students to take ownership of the thousands of dollars they raise but also encourages them to give back to the community. Past Red Cross fundraisers using this approach have successfully raised over $2000 with minimal time commitment.

This opportunity not only equips your students with valuable leadership experience but also offers them the valuable experience and confidence they need to plan and execute future Red Cross fundraisers within your club.

Financial Information

IMPORTANT: Since Rescue Royale is a nation-wide 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. Questions? Email youth.involvement@redcross.org.

Setting Up Your Campaign Page

Setting up your club's campaign page is a quick process that only requires 10-15 minutes of your time. In just a few clicks, you can create a unique and personalized campaign page for your Red Cross Club that'll allow your students to start collecting donations.

1. Use this link to be redirected to the Red Cross Rescue Royale Tiltify Campaign!

2. Click the red "Start Fundraising" button
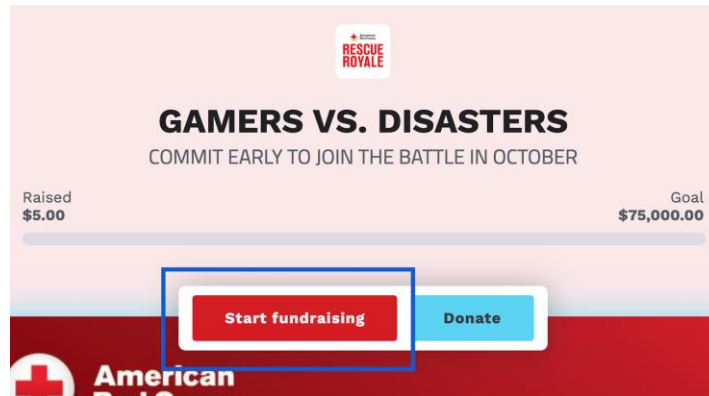
3. You will be directed to a "Welcome back to Tiltify!" webpage. Use the blue link to create an account for your Red Cross Club.
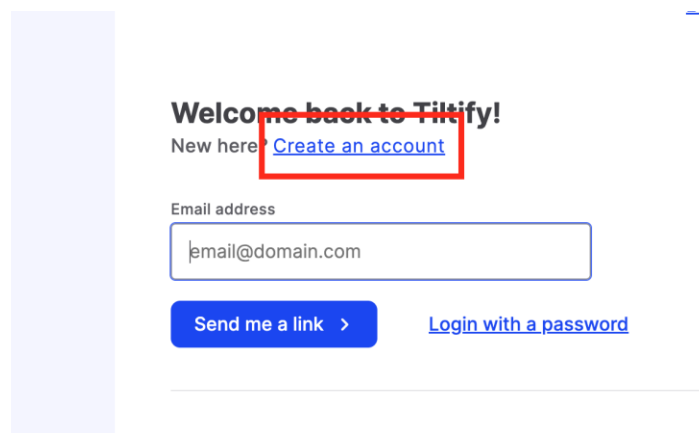
4. Once you've finished filling out your credentials, click the blue "Create Account" button. You may also sign up for Tiltify using your school Gmail account, if you have one, by clicking on the Google "G" logo at the bottom of the page.
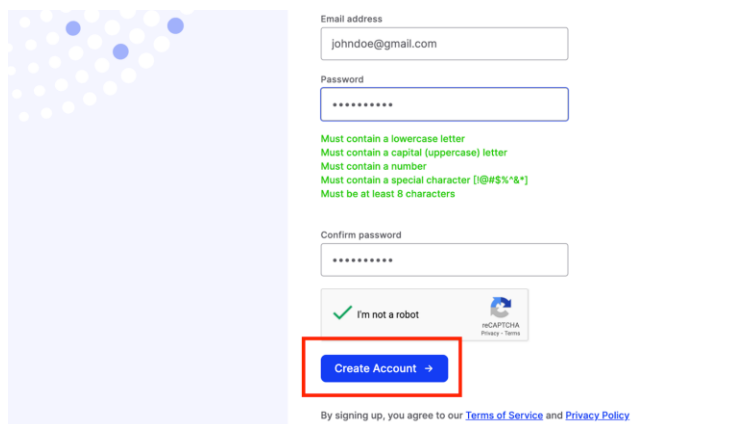
5. Select the region that your Red Cross Club is located in, then click "Continue".

Select a region

All	United States	International

🔍 North Texas

None	**North Texas Region**

Continue >

6. Select the "Individual campaign" tab and click "Continue". Do not click on the "Support an existing team…" option.

How would you like to fundraise?
Select the kind of campaign you wish to run.

👤

Individual campaign
Enabling you to fundraise on your own, or be part of another fundraisers team. Either way you will have your very own campaign page to direct your donors to.

👥

Team-based campaign
Use your existing teams to allow others to join your efforts. Every team member creates their own campaign and all totals add towards the team goal.

☐ Support an existing team campaign (add your total into a larger campaign)

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7. Since you are raising money as a school-affiliated Red Cross Club, select "School, Community, or Workplace" as your campaign type.

Time to craft your campaign
Letting us know why you are fundraising allows us to help you create a successful campaign.

Select a campaign type
○ Emergency Response
○ Fitness
● School, Community or Workplace

School, Community or Workplace
Team up with your classmates, community or colleagues and start a fundraising campaign! However you choose to raise money for us you can make a huge difference when working together!

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8. Name your campaign "Rescue Royale: _____", replacing the blank with your school's name. For the description, you can use the following text:

a. *Join the battle this October and make a difference for those impacted by disasters large and small – hurricanes, home fires, wildfires, floods, and more. Every dollar counts as we raise money for those impacted by disasters. A donation of $3 creates a comfort kit with much-needed hygiene items for distribution in the aftermath of a disaster. Just $20 provides breakfast, lunch, and dinner for an individual at a Red Cross shelter as they begin to recover in the aftermath of a storm.*

Once you've finished adding in the details, click continue.

9. We encourage you to use the cause-suggested image provided by Rescue Royale to help personalize your campaign page.

In addition, if your Red Cross Club fundraising team has indicated interest in connecting a livestreaming app to your fundraising page, then you can select the livestreaming option during this step.

10. Select your fundraising goal. We recommend a fundraising goal between $1,000-$2,000 dollars for your high school/college campus. After you enter in your goal, click continue.

Add your campaign goal

Set your initial goal, and then be ready to raise it once your donors help you achieve it!

Campaign goal

$1,000.00

Minimum goal $100.00

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11. Add in your school's address information for this campaign. Refrain from entering personal home addresses of any kind.

Gamers vs. Disasters registration

This event requires you to add an address to register. Please select or add a new one before continuing.

Add address +

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12. Enter your shirt size information to receive premiums for your Red Cross Club. In addition, ensure that your students can gain service hours for the volunteer work they do for this fundraiser by selecting the "Eligible for Student Service Hours" option! Once you've finished this, click "Continue".

Gamers vs. Disasters registration

The cause has asked for further information from you in order to register for this event.

Shirt fit

Unisex ⌄

Shirt size

Medium ⌄

☑ Eligible for Student Service Hours

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13. Confirm that all of your campaign information is correct, and create your campaign by clicking the blue "Create" button!

Campaign summary

You campaign is now ready to be created. Please review the details before creating to ensure everything is correct.

Cause	American Red Cross
Event name	Gamers vs. Disasters
Campaign name	Rescue Royale: Marcus HS
Campaign link	https://tiltify.com/ /rescue-royale-marcus-hs
Campaign goal	$1,000.00

ⓘ Please note, after creating your campaign, it still needs to be published before donations can be received. ✕

ⓘ Please note, you must verify your email prior to publishing your campaign. ✕

← Back   Create ❯

14. Just a few more steps before your fundraiser is ready! You should have gotten an email sent to your inbox asking to verify your account. Click the "Confirm my account" button to complete the verification process.

TILTIFY

**Congrats on completing your profile,** _____ .

But before you can continue your fundraising path, raising money for some of your favorite charities, we need to confirm your account! Don't worry – it's a completely painless process: just click the button below and we'll do the rest! If you cannot click the button, copy/paste the link below it into your web browser

Confirm my account

15. After confirming your account, you should see an option to go to your dashboard– select this option. Once you're at your dashboard, click the "view all campaigns" link.
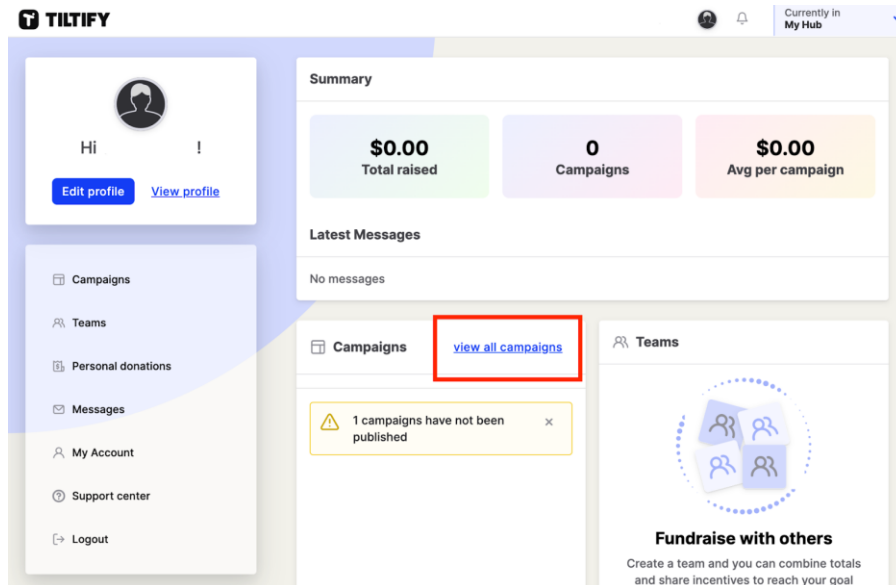
16. Click the blue "Publish campaign" button to make your fundraiser live!
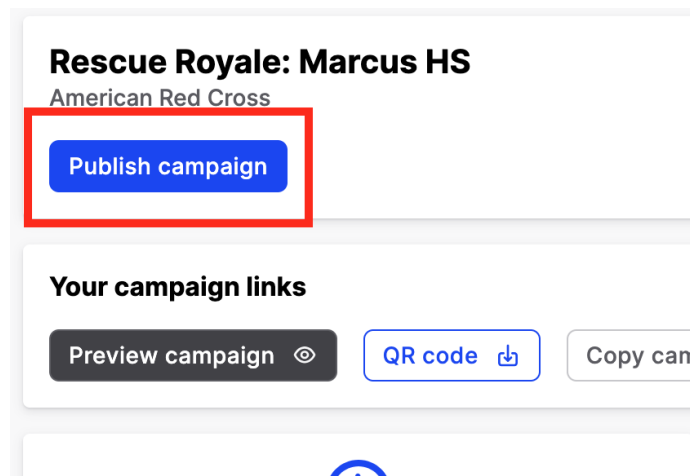
17. Now, you have a tracking page for your fundraiser where you can monitor each fundraising team member's progress. The best way to do this is by copying the "amplify link" for your campaign page and pasting it in an email to your fundraising team.

This link will have each team member put their email address in and create a unique, personalized link for them to ask their close family and friends for donations. This will allow you to keep track of where your donations are coming from and which team members are pulling their weight.
18. It may also be a good idea for you to send the QR code to your club's fundraising team so that they can use the image in any promotional flyers or social media posts.
19. You are done! Before completing this process, make sure that:
    a. You have published your campaign page.
    b. You have emailed either the "amplify" link, campaign URL, or donate URL to your student fundraising team. (Copying the amplify link allows for trackable donations.)
    c. You have sent the QR code image to your student fundraising team.

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.