ACTIVITY GUIDE

Impact Starts Here

The American Red Cross has developed fun activity guides for youth volunteers to use to help spread the word about the Red Cross and its mission: to prevent and alleviate human suffering in the face of emergencies, by mobilizing the power of volunteers and the generosity of donors.

Activity Guides can be used by Red Cross Clubs, general youth groups or any other students who want to organize Red Cross mission-related activities. No matter which activity you choose, get in touch with your local Red Cross region or Service to the Armed Forces (SAF) station. With these helpful resources and guidelines, you can definitely make your activity a success!
About
Play your favorite games and help provide relief and support to families and communities in need!

Level up your fundraising game today by hosting a charity stream for the American Red Cross (ARC). No matter whether you’re a gamer or a creator, amateur or professional, or just curious about live streaming, you can help bring relief and hope to communities and families in need.

Purpose
Your support is key to saving lives because the funds you raise will fund nearly 100% of our disaster relief activities. You can launch a fundraiser at any time!

Time Required
In less than five minutes, you can easily set up a fundraiser that integrates with your favorite live streaming platforms and social media channels to take the Internet by storm and make a real difference for those in need.

Volunteer Services Contact
Before you begin, contact your Regional Volunteer Services Officer (RVSO), who will guide you to resources that can make this an impactful and successful event! You can search for your regional Volunteer Services contact info by entering your zip code here.
How to Get Started:

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

Step 1: Create an account
☐ Create or sign into your Tiltify account.

Step 2: Create a campaign
☐ Go to “Create a New Campaign”.

Step 3: Search for American Red Cross
☐ Search for the American Red Cross as the charity you want to support.

Step 4: Create an event
☐ Either select an event already happening or choose just to support the ARC

Step 5: Register for a campaign
☐ Register as an individual campaign or register to support a team.

Step 6: Publish your fundraiser
☐ Publish your fundraiser!

Step 7: Copy your campaign and donate links
☐ In your campaign’s dashboard, you can find links you can copy your campaign URL for sharing, as well as a donate URL to put the donate button onto your Twitch page.

Step 8: Create a team campaign
☐ 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.

Step 9: Connect to social accounts and stream your game
☐ 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.

Step 10: Share your event!
☐ Spread the word and share your campaign with your followers on social media to raise funds.

For more detailed explanations for fundraising and for using the tools available on Tiltify, visit our comprehensive Red Cross Guide to Tiltify. Please contact p2pfundraising@redcross.org with any questions you have.
Resources Included in This Package:

- Quick Start Guide for Tiltify Overlays

Prizes for Fundraising
Set up a fundraiser and unlock exclusive prizes for reaching fundraising milestones. After your fundraiser, we will connect with you to redeem and select a prize based on your fundraising level.

Pin: $100-$199
Water Bottle: $200-$299
Adventure Duffel: $300-$399

**Red Cross Club Toolkits:**
Review youth volunteer resources on RedCrossYouth.org. Share the Red Cross Club Toolkits with students at the event who may be interested in learning about Red Cross Clubs.

**Share With Us**
Share pictures and videos of your Live Stream Gaming activity by posting them in the American Red Cross Youth Network Facebook Group or posting on Instagram and tagging @americanredcrossyouth.

**Looking For More Information?**
If you’re interested in organizing another activity, visit our Activity Guides Archive here!

Have more questions about volunteering with the American Red Cross as a youth volunteer? Email youthinvolvement@redcross.org!
Live Stream Gaming Resources: Overlay Overview

When it comes to fundraising, having a visual element or overlay that displays how much money is raised can help make your charity stream more successful. An overlay is a graphic, gif, video or web source that is applied to your main video stream as a layer via using free live streaming software. Overlays can communicate interesting information about your stream and help you engage with your viewers visually. On Tiltify, fundraisers can choose from 3 different overlays that link directly to your campaign and can help take your fundraising game to the next level.

Finding and Adding Your Campaign Overlays on Tiltify

- On the left-hand side of your Campaign Dashboard, click the Overlay tab
- From here you will see three different overlay options:

  a. **Compact Overlay** – This overlay is typically placed in the top-center and stretches across 60% of the screen. 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. A great overlay solution if you want a lot of information in a minimal amount of space.

  ![Compact Overlay Example](image)

  b. **Original Tiltify Overlay** - This overlay is placed at either the top or bottom of the screen and stretches the entire way across. It contains the charity avatar and name, your progress bar, goal, amount raised, and highlights the most recent and top donor interchangeably.

  ![Original Tiltify Overlay Example](image)

  c. **Tiltify Overlay 2.0** - This overlay is placed at either the top or bottom of the screen and stretches the entire way across. It 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 remove various details.

  ![Tiltify Overlay 2.0 Example](image)

- No matter which one of these three overlays you choose, you will have to use a Browser/Webpage Capture accessible via a live streaming software in order to incorporate. They all require the same settings, just each has a different link to use. Click “Copy Overlay URL” to copy and paste.
- Below are instructions for the popular live streaming software, Open Broadcaster Software OBS.

*Note: You can only incorporate overlays if you are broadcasting via PC and using a live streaming software. You cannot add an overlay when broadcasting from a gaming*
console unless you have a capture card to connect with a PC. If you are unable to add an overlay while broadcasting from a console, consider integrating the Tiltify Donations extension on your Twitch channel to help drive your fundraising efforts.

Adding Overlay Instructions for OBS:

- **Step 1: Create a New Browser Source**
  - Create a new Source by clicking on the '+'.
  - Select 'Browser' and name your source something you'll recognize.

- **Step 2: Add Your Overlay Link**
  - Choose one of the Overlay Links from Campaign Dashboard > Overlay by clicking “Copy Overlay URL” and paste it under URL.
    - **Sizing Guidance** - For width, set it to the width of your livestream resolution (Most commonly: 1280 or 1920). For height, set it to at least 90 to avoid any issues with any of the overlays.
Click "OK" and place the overlay at either the top or bottom of the screen.

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.