Canadian Red Cross
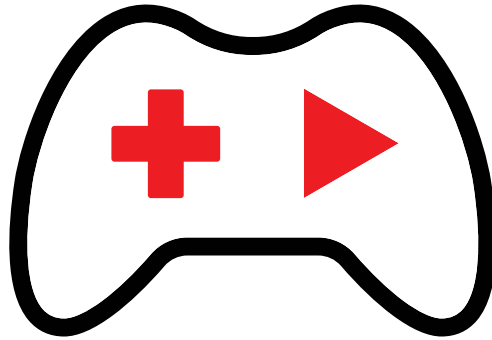
CROSS/PLAY™

Your guide to planning and preparing for your streaming fundraising event.

We've asked fellow gamers and streamers about making a successful event, and used their feedback to create this guide.

Here's a checklist to help you plan your next stream to get optimal attention and donations!

Register

❏ Register with Tiltify under **Canadian Red Cross** or our events and appeals.

Plan and customize

❏ Describe your key message(s) to your donors:

  ❏ I am supporting _____ with the Canadian Red Cross.

  ❏ _____

    Canadian Red Cross Key Messages (See page 11 of playbook at www.redcross.ca/crossplay):

    ❏ _____

    ❏ _____

    ❏ _____

    ❏ _____

    ❏ _____

❏ Quick statements you could use when you need to improvise (Summarize your goal, news, etc.):

  ❏ _____

  ❏ _____

  ❏ _____

❏ Pick or create imagery for your event:

  ❏ Avatar 400 x 400

  ❏ Banner image 1280 x 720

  ❏ Quick video hosted on YouTube

    • Use your own brand imagery to personalize it.

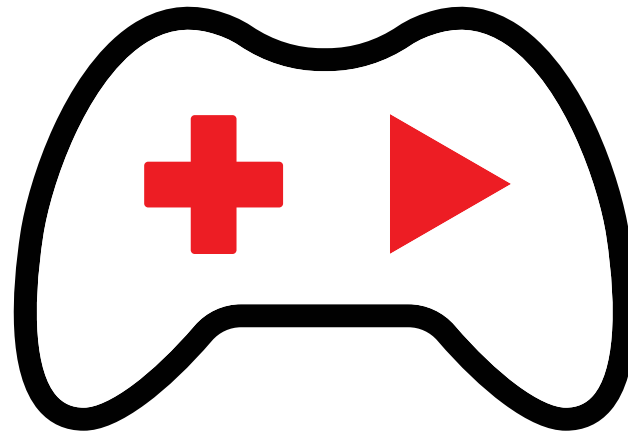   • Use the media assets we've created at www.redcross.ca/crossplay.

❏ **Tiltify:** Set up a campaign and choose **Canadian Red Cross** as your cause. ↗

  ❏ Overlays: Adjust the Overlays in your **Campaign Dashboard**. ↗

  ❏ Don't forget to add a schedule. ↗

  ❏ **Streamlabs:** Link your Tiltify Campaign to Streamlabs. ↗

    ❏ Customize Streamlab features. ↗

  ❏ Other ways to collect and incentivize donations:

    ❏ Add the Tiltify extension. ↗

    ❏ Use incentives in your campaign dashboard to add:

      • Rewards. ↗

      • Targets. ↗

      • Polls. ↗

      • Schedules. ↗

Hold your event

❏ Take time in your stream to reflect on why you are fundraising and draw the focus to your goal.

❏ Thank and acknowledge donors to create connection, recognition, and engagement. This is also a great way to motivate more donations.

❏ Use up-to-date information from the Canadian Red Cross social channels to draw attention to recent events.

❏ Encourage people who can't donate to channel their desire to help by sharing Canadian Red Cross social media using #CrossPlay, or by sharing your stream with those in their network.

  • @redcrosscanada on **Instagram**, **Twitter**, and **TikTok**

  • facebook.com/canadianredcross on **Facebook**

  • youtube.com/canadianredcross on **YouTube**

❏ Pivot and adjust to new feedback, events, and desires. Never feel trapped by your plan. It's ok to go off script. This event is yours!

❏ Check out this helpful **Best Practices – Twitch Livestream** guide.

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Do your thing, so we can do ours.