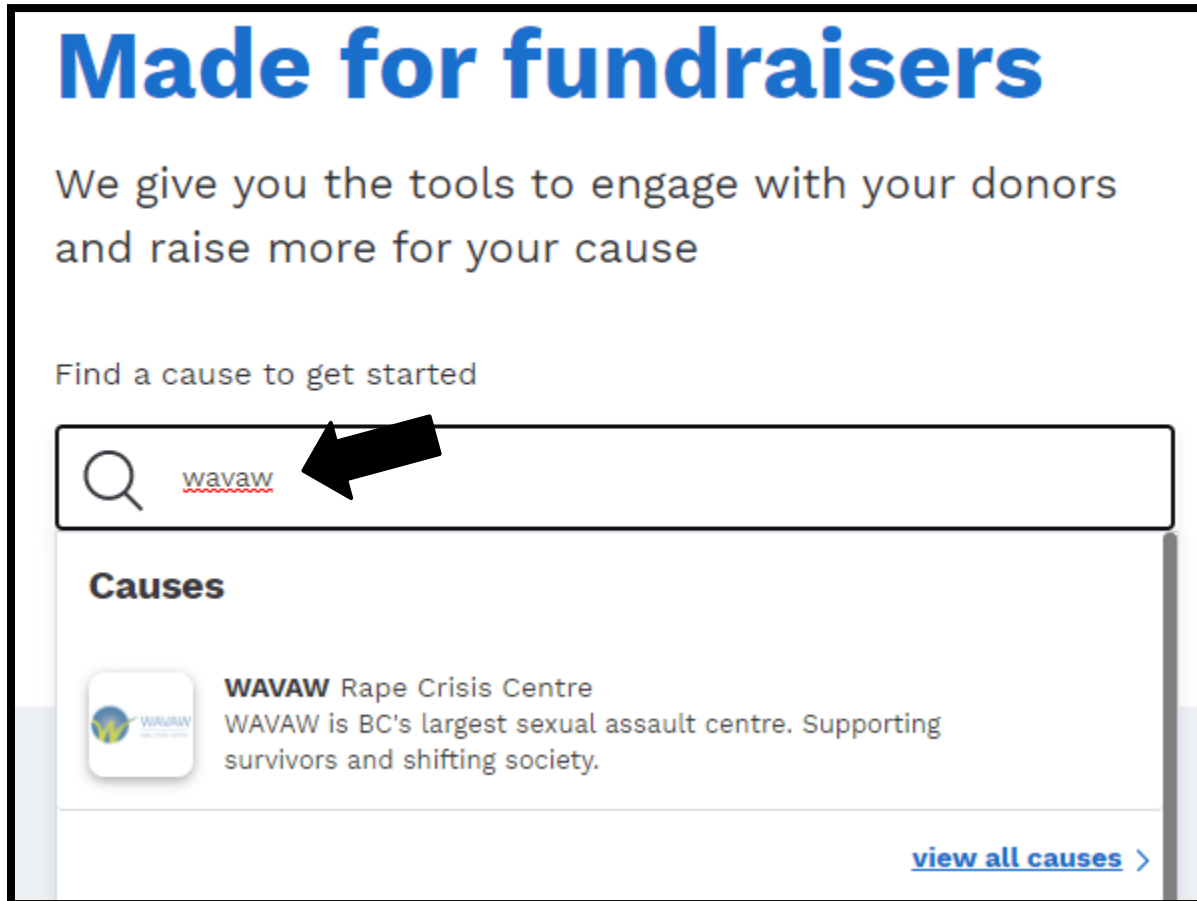


# How To Create A WAVAW Tiltify Fundraiser

1. Go to [www.tiltify.com](http://www.tiltify.com) and create an account by clicking Sign Up.
2. In the “Find a cause to get started” search for WAVAW Rape Crisis Centre, and select it!



3. Click “Start Fundraising” and fill out your fundraiser’s Basic Information
  - a. Campaign Name
    - i. Example – Char is Streaming For Survivors 2021
  - b. Campaign URL
    - i. You don’t need to include <https://tiltify.com>, only the end of the URL will be custom. Your username will already be included in the link as well.
    - ii. Example – “streaming-for-survivors-2021”
  - c. Campaign Description
    - i. This will allow people to know what you are fundraising for. You can use this pre-written segment we’ve created, or make your own! There is a 500 character limit.
    - ii. Example: This year I’m participating in Streaming For Survivors to support survivors of sexualized violence at WAVAW Rape Crisis Centre. I believe that survivors of sexualized violence deserve access to WAVAW’s free-of-charge support services. Over three days, all

participants will use their platforms to inspire their followers and communities to donate to survivors and contribute to a shared goal of raising \$10,000!

4. Which Platform?

Select which platform you will be Live Streaming on for your fundraiser, and fill out your username for that platform. Most people use Twitch, but if you aren't sure, you can skip this step for now. You can always add a Livestream Platform from your campaign dashboard at any time! *You can add a Livestream, a video and an image to your campaign, and manage how they're displayed in your user dashboard.*

5. Skip the video and image upload for now, unless you have these assets on hand. You can add these when you are ready from your user dashboard.

6. Make a campaign Goal!

- a. The minimum campaign goal is \$100. Remember that you can always increase your goal at any time, but you can't decrease it from what you set here.
- b. If this is your first stream or you have a relatively smaller audience (100ppl or less) we recommend starting at \$200 and increasing it as your campaign goes on!

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### Campaign Goal

Set a goal for this campaign. Make it an achievable goal since you can increase your goal at any time but you cannot decrease it once your campaign is published.

Campaign Goal (minimum \$100.00) \*

[continue](#)

7. Double check your campaign summary for any errors. When you're sure you've got what you need, select the "Create Campaign" button.

8. In your Campaign Dashboard, select "Manage" and set your campaign start and end dates. We recommend making the campaign end date a week or two after your live event so that people who missed it still have the opportunity to donate.

9. Add Your Livestream

- a. If you haven't yet, now is the time to "Add your livestream" by linking your streaming account with Tiltify. This will embed your livestream directly on your campaign page so it doesn't look so empty.

10. Add Your Schedule

- a. Let your viewers know what you'll be streaming and when! You can specify your start date and time for as many events as you'd like.

11. Add Some Incentives

- a. Allow your viewers to donate towards poll, receive a gift for a certain amount, or put their donation towards a target. If you aren't sure what sort of incentives to add, WAVAW is available to brainstorm with you! We recommend starting off with 2-3 reward options and 1-2 milestones if this is your first time.

- i. **REWARDS** - allow you to offer unique incentives or experiences when a donation is made for a specified amount. Include a variety of price points so everyone can join in on the fun!

1. We recommend having a \$10 "LIVE shoutout" incentive reward to encourage your viewers to give, which gives you the opportunity to thank your donors.

2. A personalized thank you video from yourself or a special guest is a great mid-high tier reward. If you have a prize to give away consider offering a low-mid tier reward of a raffle ticket.

3. Give your viewers a chance to affect the game with some donations!

- a. Past successful TTRPG rewards include extra damage dice to roll, giving a player advantage or automatic successes, and causing certain events to take place.

- b. Past successful videogame rewards include game selection, playing with one hand or blindfolded, and affecting character choices in the games.

- c. Past successful podcast rewards include priority questions for a Q&A, sticker packs, and priority episode topic suggestions for future episodes

- ii. **TARGETS** - time-based fundraising goals. Schedule a Target to commit to an activity once a goal is met by a specific time.

1. A prize pack giveaway makes a great target incentive!

iii. **POLLS** - Polls allow your community to vote for their favorite option with their donations.

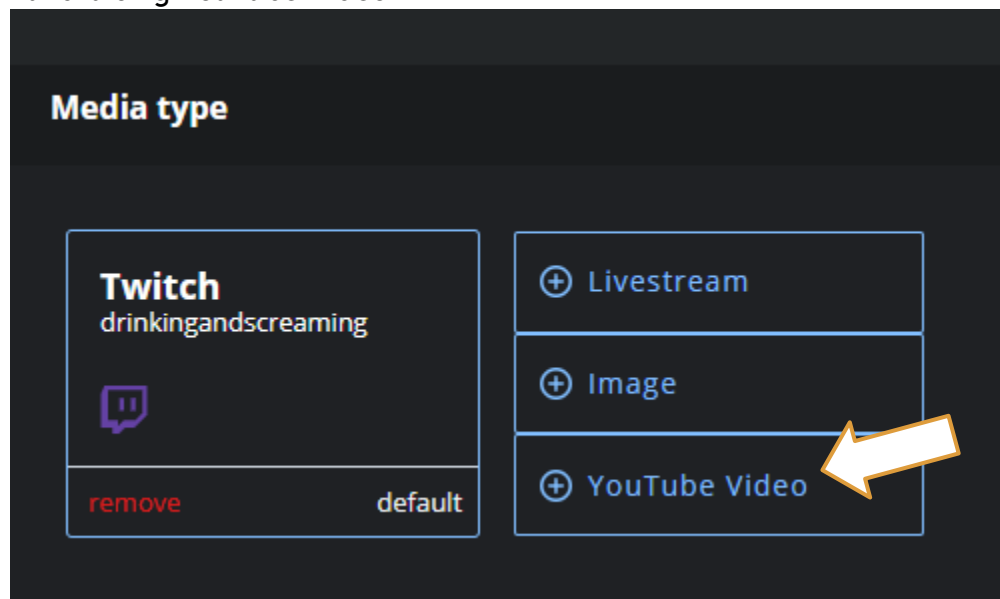
1. Example: What game or special segment should happen during the live event?

iv. **MILESTONES**

1. We recommend adding a halfway mark milestone to help celebrate your fundraising success with your viewers!

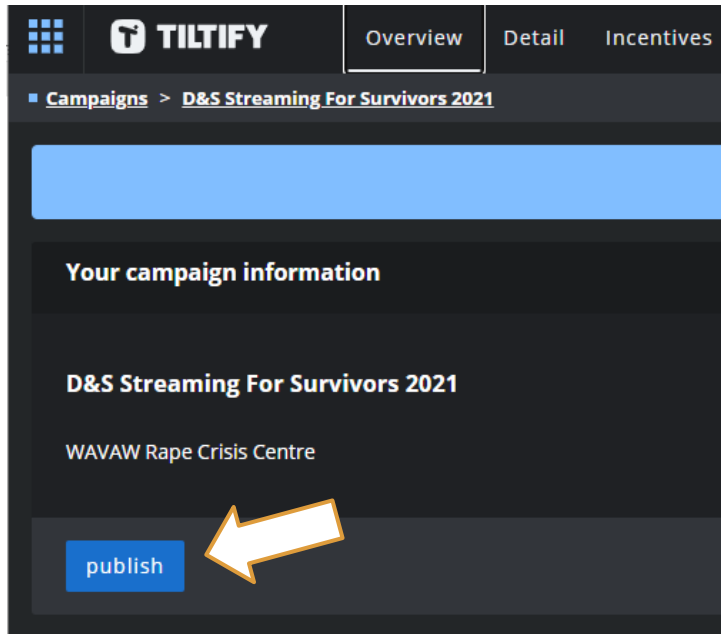
## 12. Optional: Add Your Video!

- a. Having a video message on your campaign page is a great way to welcome potential donors to your fundraising event and encourage them to give. Speak about the need for WAVAW's services, and the difference their gift will make. Invite specific donation amounts, such as "\$35 provides one survivor of sexualized violence with one hour of 1-1 counselling". Upload this video to YouTube so that it can be shared on your Tiltify fundraising page.
- b. In your Tiltify Dashboard, go to the 'Detail' tab and scroll down to "Media Type" and select +Youtube Video. This is where you can embed your Fundraising YouTube Video link.



### 13. Publish Your Campaign!

- a. Hit “Preview” in the overview tab to get a see how your campaign will look once published. Double check your spelling and incentives here.
- b. When you’re ready to go live, hit “Publish”! Your campaign will now be live and is ready to be shared.



- c. You can get direct links to both your campaign and your donate page by clicking these buttons:



### 14. Prep To Go Live!

- a. In the “Overlays” tab of your dashboard you will find 3 different options of free overlays to help your stream look and feel professional, encouraging more donations!
- b. We recommend having a **practice session** before your event to make sure that your livestream will be a success. Test them out to see which one works best for you and your stream.
- c. Remember to **share your campaign and donate links on social media** while you spread the word about your event!
- d. WAWAW is available to support you every step of the way, feel free to reach out if you need some guidance. **Email [fundraising@wawaw.ca](mailto:fundraising@wawaw.ca)**

### 15. Go Live! And Have Fun!

Your accounts are linked, and the event day has come – it’s time to go live! Make sure you monitor your Donations page on Tiltify to keep track of your fundraising efforts, and increase your goal if you hit your target mid stream!

If you have questions, we are here to help! Please email [charlene@wavaw.ca](mailto:charlene@wavaw.ca)