



Canadian
Cancer
Society

Livestream Fundraiser Step-By-Step Guide

There's no better way to use your passion, skill, and creativity to change the future for Canadians impacted by cancer than by running your own livestream fundraiser.

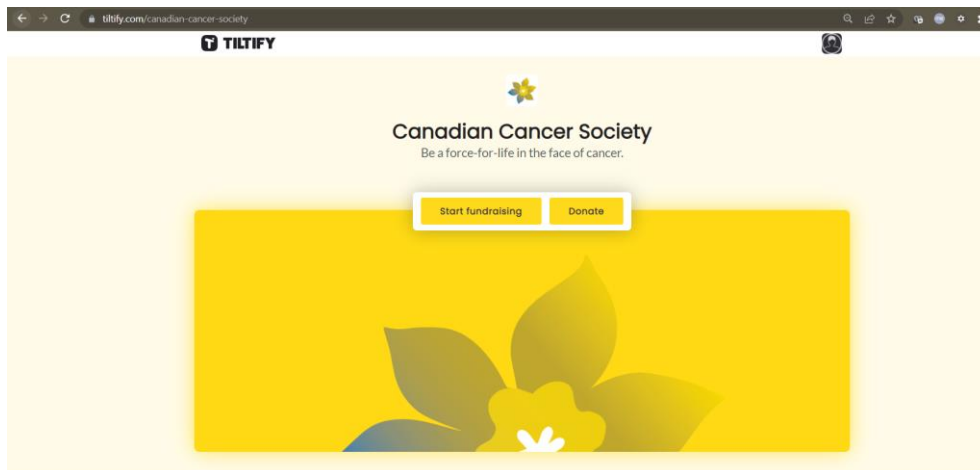
Follow our three steps below to get started:

- [STEP 1 - Set Up Your Campaign on Tiltify](#)
- [STEP 2 - Add a Tiltify Extension to Twitch](#)
- [STEP 3 - Add your Tiltify Overlay to Streamlabs](#)
- [OPTIONAL - Start a Team](#)
- [Get Streaming!](#)

STEP 1 - SET UP YOUR CAMPAIGN ON TILTIFY

Tiltify is an online fundraising platform that allows individuals and teams to create a campaign for Canadian Cancer Society, accept secure donations, and integrate real-time donation updates into your livestream.

- a) Go to the Canadian Cancer Society page at tiltify.com/canadian-cancer-society and click "Start Fundraising"





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- b) Select the platform you will be livestreaming on and enter your Username to connect your Tiltify campaign to your streaming account. If you do not yet have a streaming account, go to [twitch.tv](https://www.twitch.tv) and click “Sign Up” to create one before continuing with the next steps.

A screenshot of a dark-themed web form titled "Livestream details". At the top left is a "< back" button and at the top right is a "skip >" button. The main text asks: "Do you plan on making this a livestream campaign? If so, select the platform you intend to use. Otherwise you can just skip this 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." Below this is the heading "Select a platform" followed by three buttons: "Twitch" (purple), "YouTube Live" (red), and "Facebook" (blue).

- c) **Copy and paste the URL of a Canadian Cancer Society YouTube video** that captures why you're supporting the cause. You can find all of our videos at [youtube.com/user/CDNCancerSociety/videos](https://www.youtube.com/user/CDNCancerSociety/videos) or you can use our “[Life is Bigger Than Cancer](https://www.youtube.com/watch?v=bN4uOZNxp68)” video at by copying and pasting this URL: youtu.be/bN4uOZNxp68.

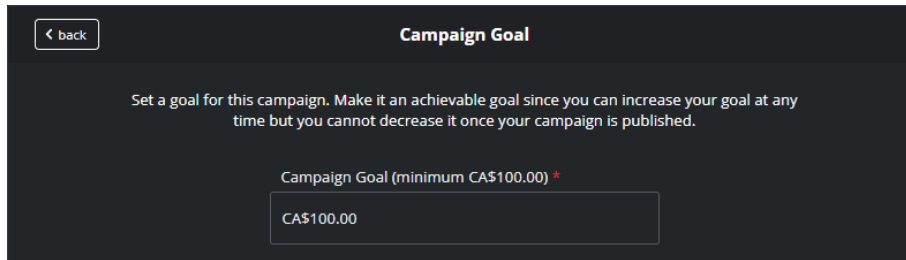
A screenshot of a dark-themed web form titled "Video details". At the top left is a "< back" button and at the top right is a "skip >" button. The main text asks: "Do you have a YouTube video for this campaign? If so, paste the full URL here. Otherwise you can just skip this for now. You can always add a YouTube video from your campaign dashboard at any time!" Below this is the label "YouTube Video URL" and a text input field containing the URL "bN4uOZNxp68".

- d) Upload an image for your campaign page—upload one of your own that captures why you're supporting the cause, or **use our campaign image on the [Livestreaming Fundraising page](#)**.

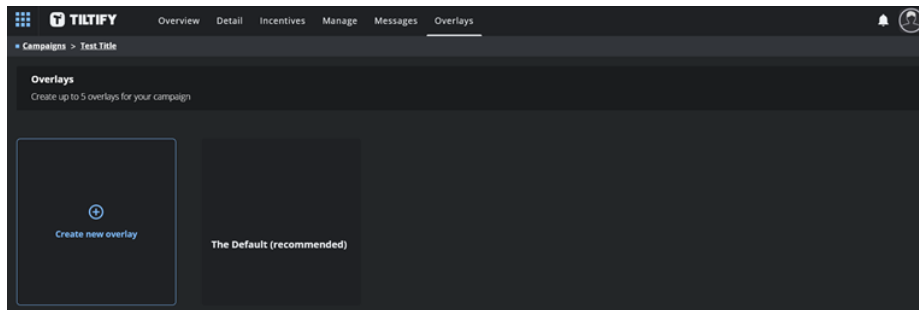
A screenshot of a dark-themed web form titled "Image details". At the top left is a "< back" button and at the top right is a "skip >" button. The main text asks: "Upload an image for your campaign. Otherwise you can just skip this for now. You can always add an image from your campaign dashboard at any time!" Below this is the label "Upload an image (1280 x 720)" and a large dashed-line box containing the text "drag and drop your files here, or upload (jpg, jpeg, png)".

- e) **Set a fundraising goal for your campaign**—make it realistic, but don't be afraid to be ambitious! An ambitious-yet-realistic fundraising goal can fuel donations and the ultimate impact you can make,

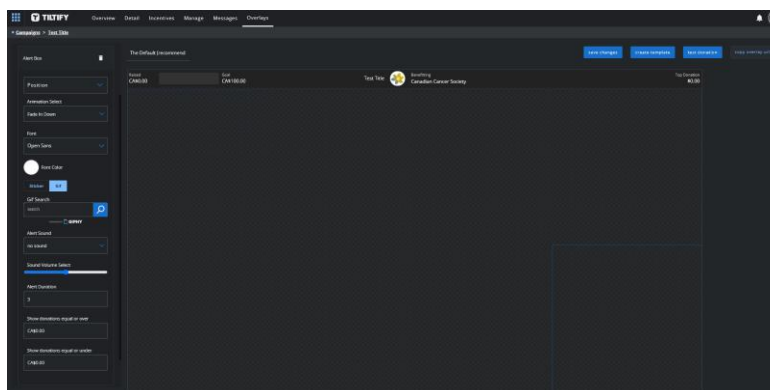
as your supporters will rally with you in that final push to the target. Giving a significance to your fundraising goal amount or asking your supporters to donate a specific amount can add a personal touch as well—whether it’s a meaningful number to you or whether your goal amount will achieve an impact you are striving for.



- f) Once your campaign has been set up, select it from your Tiltify “Dashboard” and **click to the “Overlays” tab**. This is where you’ll create the interactive overlay for your livestream—updating your viewers in real-time on who is donating and how you’re tracking towards the fundraising goal. **Select “The Default”** for a simple and effective overlay for your fundraiser.



- g) Using “The Default” overlay, there are three main widgets: the Classic Overlay with your donation progress bar, the Event List that tracks recent donations, and the Alert Box that announces new donations, celebrating the generosity of your donors. By default, the Alert Box will just be a text

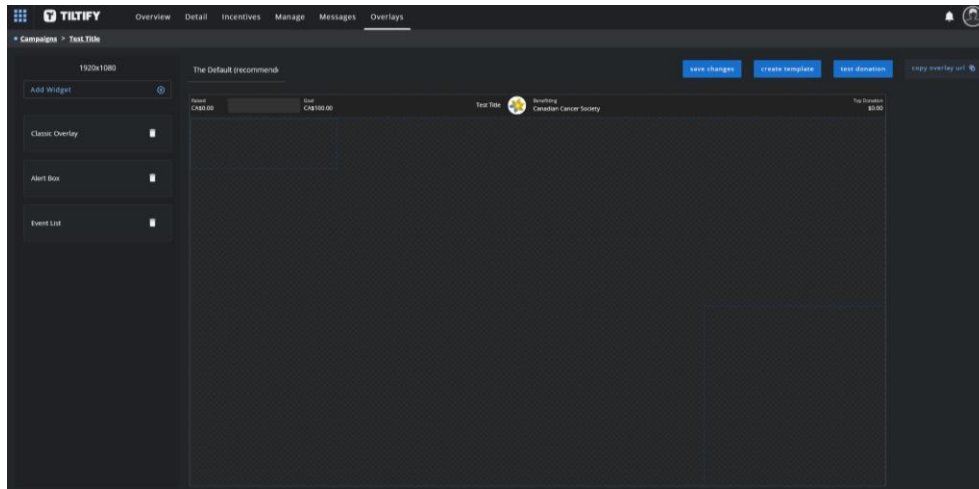




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notification... to make a bigger splash, **click on the Alert Box tab and search for “Canadian Cancer Society”** to use our campaign .gif as your alert.

- h) Once your overlay is complete, click **“Copy Overlay URL”**—you’ll use this as a “Browser Source” overlay in your livestream (see Step 3.d)

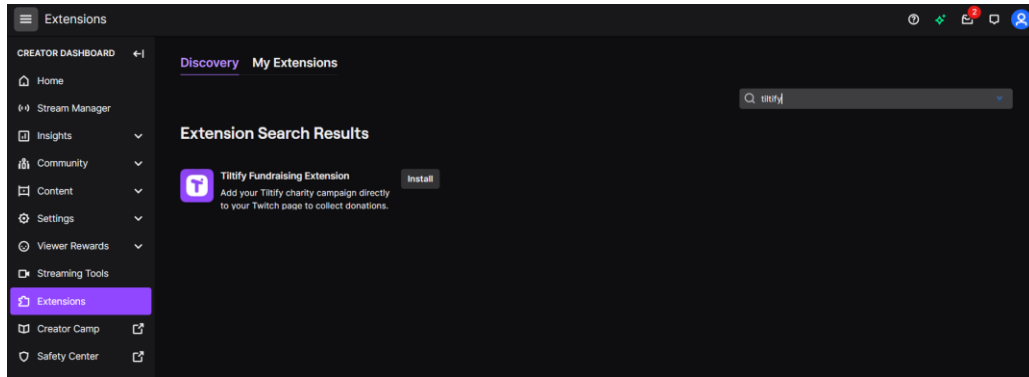


STEP 2 – ADD A TILTIFY EXTENSION TO TWITCH

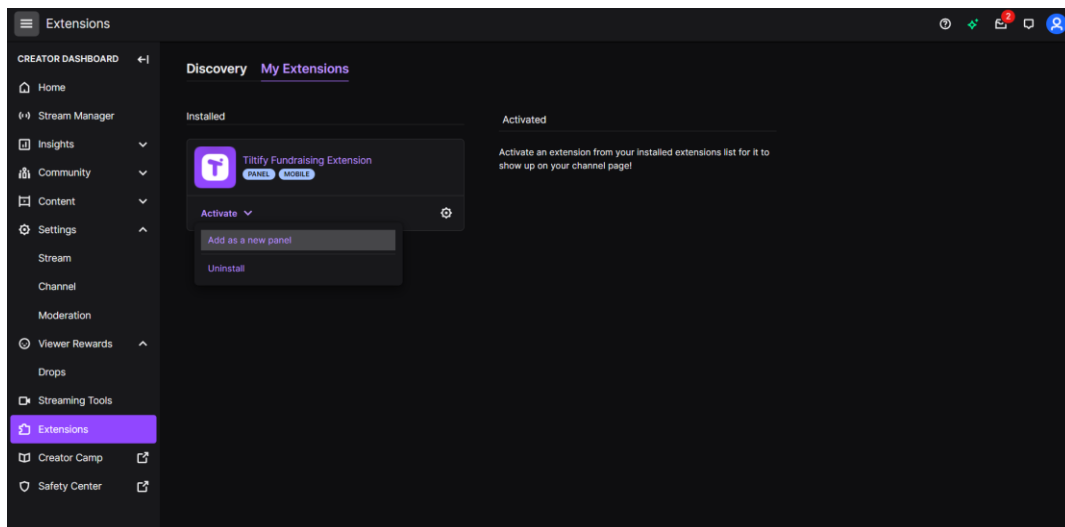
Twitch is the most popular livestreaming platform online, and by integrating your Tiltify campaign as an extension, you can get your viewers donating right away! If you plan on using YouTube Live to stream your fundraiser, [click here for detailed instructions](#) on how to link back to your Tiltify page.

- a) Create an account on Twitch by going to [twitch.tv](https://www.twitch.tv) and clicking the **“Sign Up”** button; or log in to an existing account.

- b) Select the “**Extensions**” tab and search for the “Tiltify Fundraising Extension”. Install it.



- c) Once installed select the “**My Extensions**” section and select “Activate > Add as a new panel” This will make sure the Tiltify Fundraising Extension will appear on your stream, letting your viewers donate to your campaign directly from your channel.



STEP 3 – ADD YOUR TILTIFY OVERLAY TO YOUR LIVESTREAM WITH STREAMLABS

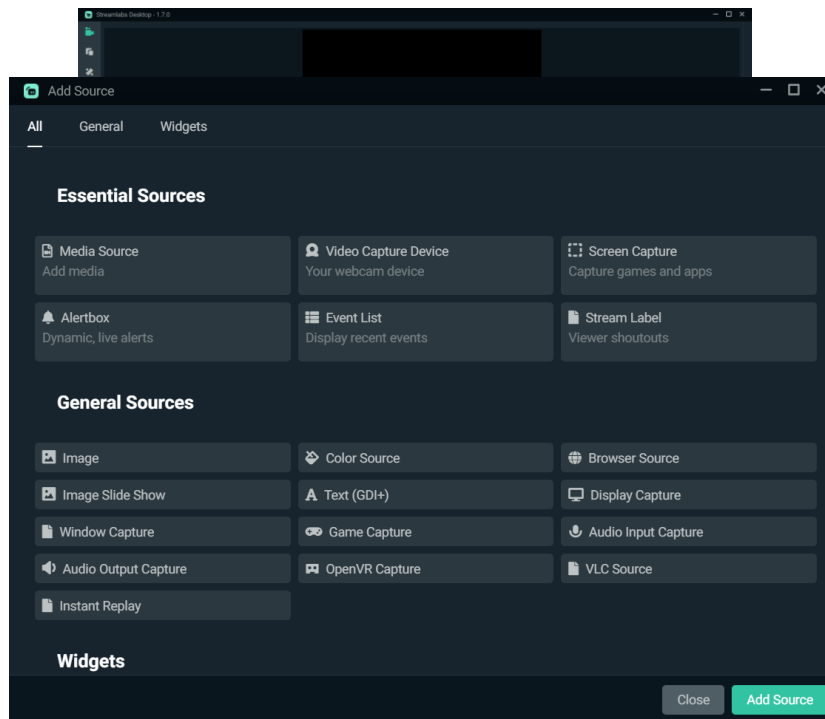
Streamlabs is a streaming software that allows streamers to add overlays and other elements to their livestream—we'll use it to add in our Tiltify campaign overlay from Step 1.i.



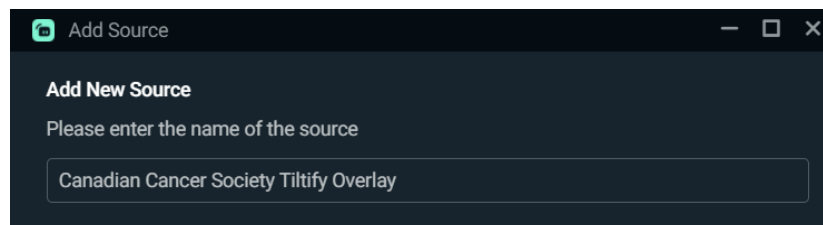
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To learn more about how to get started with Streamlabs visit their [Getting Started content hub](#) for guides. If you're already familiar with streaming software and are using another platform, skip this section and add your Tiltify Overlay URL from Step 1.i as a Browser Source overlay on your stream

- a) Create an account on Streamlabs by going to [streamlabs.com](#) and clicking the “Login” button; or log in to an existing account. Download the Streamlabs Desktop app.
- b) In the Streamlabs Desktop app, select the “+” button next to Sources to add a new source.



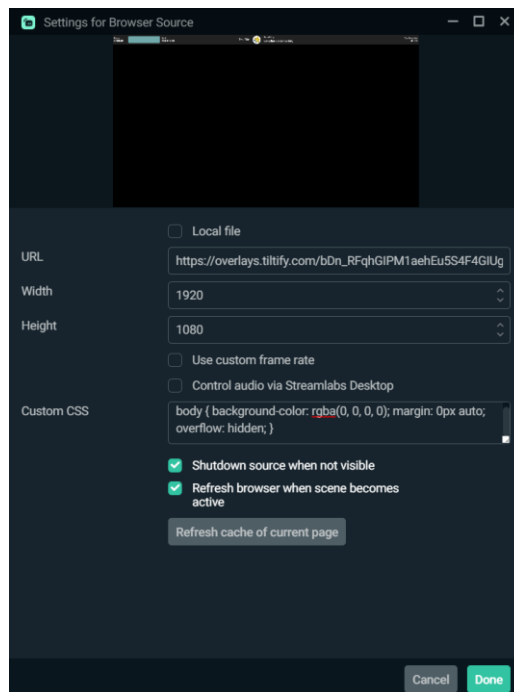
- c) In the popup window, select “Browser Source”—this is the source you'll use to add in your Tiltify Overlay. Give it a name to remember it by, like “Canadian Cancer Society Tiltify Overlay”.





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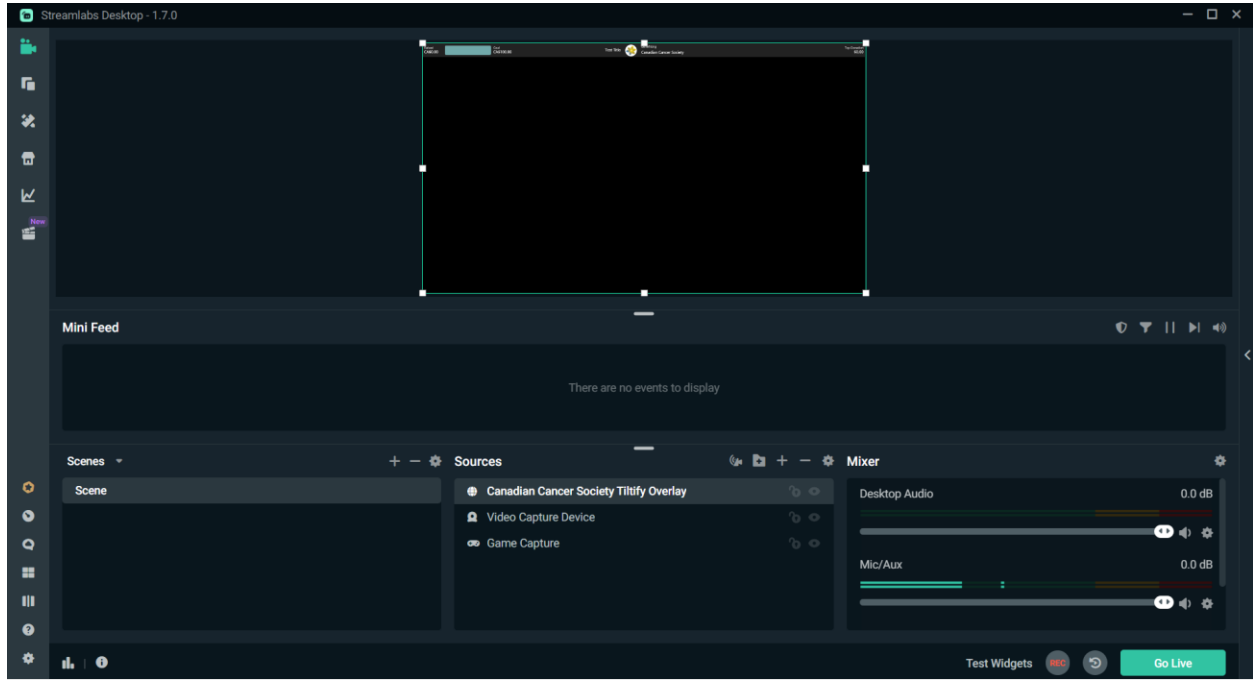
- d) In the “URL” box, copy and paste your Tiltify Overlay URL from Step 1.i—this will pull the overlay you created earlier into your stream.



- e) Make sure your Tiltify overlay is visible by dragging it to the top of your Sources list.



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GET STREAMING!

Here's where your creativity comes

Best Practices

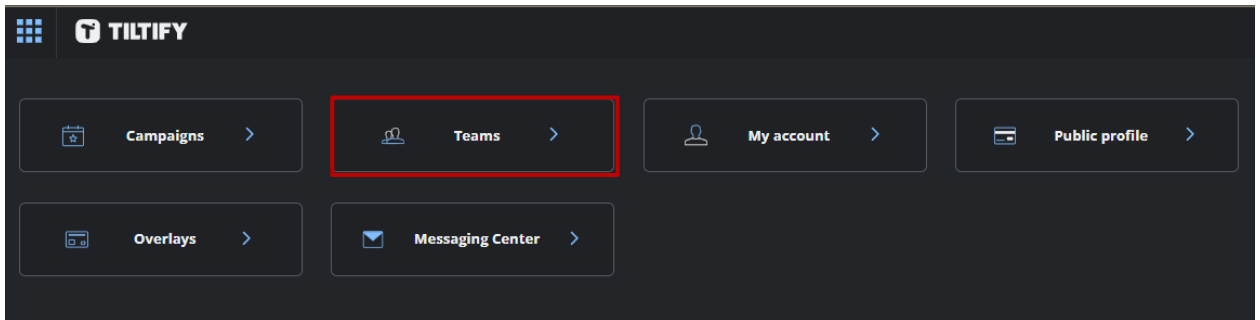
- Create Rewards and Milestones for your campaign
- Make it personal
- Crowd Control
- Link to your Tiltify campaign in your profile
- Don't forget to remind your viewers where they can click on your livestream to donate



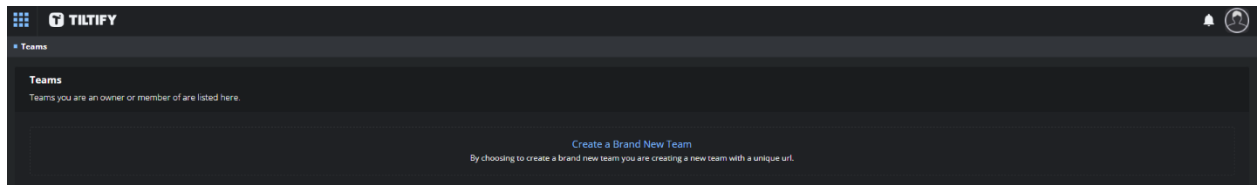
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OPTIONAL: START A TEAM

- a) From your Dashboard click on **Teams**



- b) Click on “Create a Brand New Team”



- c) Under Team Name, please enter the name of your school or organization

A screenshot of the 'Create a Brand New Team' form. The form has a title 'Create a Brand New Team' and a close button (X) in the top right corner. There are two input fields: 'Team Name *' and 'URL *'. The 'Team Name' field contains the text 'Canadian Cancer Society Team Example'. The 'URL' field contains the text 'canadian-cancer-society-team-example' and has an 'edit' link next to it. At the bottom of the form is a blue button labeled 'create team'.



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- d) Add your team's details, make sure that the information you enter makes it easy to find for your fellow classmates and members

Team profile

Personalize your team profile to let your community know more about what your team is about and why you are fundraising.


Participating in teams creates a sense of community and ultimately results in more fundraising.

Name

Canadian Cancer Society Team Example

Description

Avatar (400 x 400) [remove](#)

A circular placeholder for a team avatar, containing a white icon of three stylized human figures in a circle.

Join option

Private (invite only) ▼



Social links

Update all of your social links for your team.

Add your Twitter, Facebook and Snapchat username. YouTube requires your Channel ID ([find it here](#)). Web address requires a full url and Discord requires the full invite url.

Facebook (username)
tiltify

Twitter (username)
tiltify

Twitch (username)
tiltify

Website (<https://your-website.com>)
<https://tiltify.com/>

Discord invite link (<https://discord.gg/invite-url>)
<https://discord.gg/tiltify>

Instagram (username)
tiltify

Snapchat (username)
tiltify

TikTok
tiltify

YouTube (channel id)
UCWcPgWbuWuJXsRHwM6Kb4Vw

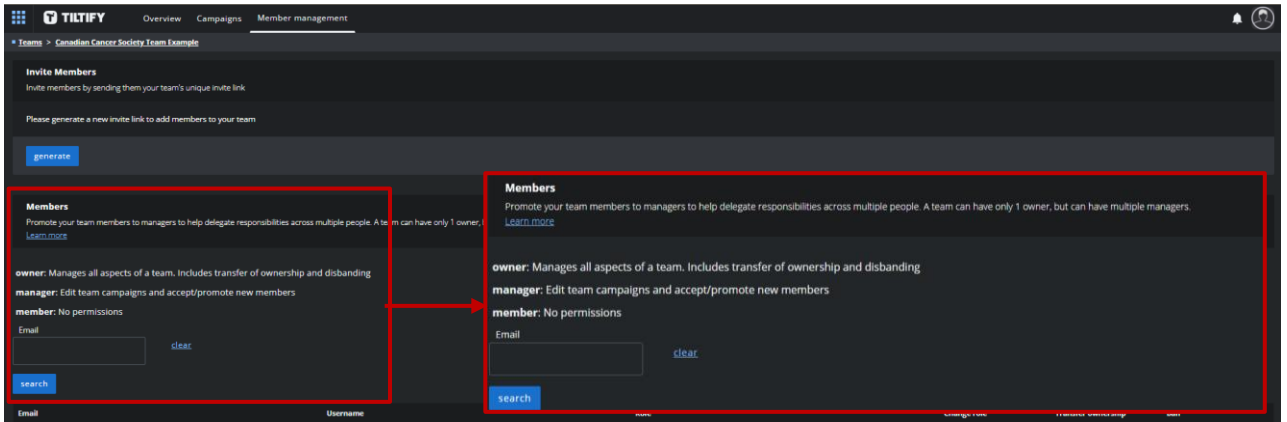
- e) In your Team, click on **“Member Management”** and create a unique invite URL. Add this to promotional posts on social media so new members can easily join your team!

The screenshot shows the Tiltify interface for 'Member management'. The 'Invite Members' section is highlighted with a red box. It contains the text: 'Invite members by sending them your team's unique invite link', 'Please generate a new invite link to add members to your team', and a 'generate' button. A red arrow points from this section to a larger, zoomed-in view of the same section on the right. The zoomed-in view shows the same text and button, but also includes a 'generate' button below the text. The interface also shows a 'Members' section with a 'generate' button and a search bar.



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- f) Alternatively, you can manually send email invitations to people interested in joining the cause



- g) Create an announcement on social media and other channels that your team is live!

h)

