

Fundraise Your Way
Do It Yourself



Stream To Conquer Arthritis Toolkit



Welcome

Whether you're a lifelong gamer or interested in fundraising in a fun and unique way, streaming to conquer arthritis seamlessly connects you, your hobbies, and passion for the Arthritis Foundation to a community of arthritis warriors!

Stream your favorite video game, your dance party, your ping-pong tournament, your arts and crafts, or your journey in training for a marathon. Whatever it is, go live to share why you're supporting the Arthritis Foundation.

This do it yourself (DIY) Streaming to Conquer Arthritis toolkit provides you with streaming resources, and the option to manage your fundraiser by creating a personalized webpage. Below, you will find tools and resources to help you get started!

- 1 General Guidelines**
- 2 Getting Started - Quick Guide**
- 3 Downloads:**
 - Images & Graphics
 - Talking Points & Mission Impact
- 4 Communication and Messaging**
 - Sample Chat Commands & Posts
- 5 Frequently Asked Questions**

What We Do: Conquer Arthritis

With your support, the Arthritis Foundation is boldly pursuing a cure for America's #1 cause of disability while championing the fight to conquer arthritis with life-changing science, resources, advocacy and community connections. Learn more about how your support furthers our work.



Scientific Research: We were key to making biologics a reality. And today we're accelerating the development of new treatments while pursuing a cure.



Juvenile Arthritis: We support families challenged by juvenile arthritis and other childhood rheumatic conditions through life-changing programs and resources.



Patient Education & Resources: As your go-to place for managing arthritis and being empowered, we provide trusted information and numerous ways to connect with others.



Advocacy: With our army of over 100,000 Arthritis Advocates, we're breaking down barriers to improve access to quality health care that's affordable.

1 General Guidelines

Thank you for joining our community and championing the fight to conquer arthritis. As you use these tools, please take note of our streaming guidelines:

- Please keep in mind, when you “go live,” you are an extension of the Arthritis Foundation and represent our organization and brand. We kindly ask that you do not use Arthritis Foundation or Stream to Conquer Arthritis assets in any way that is harmful to our brand.
 - Keep in mind that this is a charity stream and refrain from using strong language when streaming for the benefit of the Arthritis Foundation.
 - We kindly ask that you follow **Twitch's Community Guidelines HERE** and do not stream games for the benefit of the Arthritis Foundation that are found on the list of Twitch prohibited games, found **HERE**.
- Please make sure your incentives and milestones are safe and fun. We appreciate effort and creativity to encourage donations, but please don't put yourself or others at risk.
- Remember that the Arthritis Foundation logo(s) should not be altered.

When in doubt, or if you are looking for additional support, please reach out to our community events team at stream@arthritis.org. Additionally, you can refer to the **Foundation's Do It Yourself Fundraising Event Terms and Conditions** for a detailed explanation of policies regarding DIY third-party, including Stream to Conquer Arthritis fundraisers.



2 Getting Started, Quick Guide

1. To enable your live stream to collect donations click to create your campaign on one of three platforms. Each fundraising platform also integrates with Twitch.

Tiltify

Stream Labs Charity

Donor Drive

2. Download overlays, talking points, chatbot commands and more **below**.
3. Set up and publish your campaign.
 - Personalize your page and share why you're supporting the Arthritis Foundation.
 - Set a fundraising goal and determine milestones and incentives (if applicable).
 - Schedule your event.
4. Do a test run.
 - Before you go live, test your equipment and setup to make sure everything works the way you thought it would. Name your stream "test," so if anyone stumbles across it, they will know it's a test run.
5. Rally your community!
 - Generate excitement and share your why, what, where and how to encourage your community to tune in and donate.
 - Share your stream details and encourage people to tune in two weeks before your charity stream is scheduled.
 - Drum up additional excitement by sharing your milestones and incentives (if applicable).
6. Stream and thank your donors.
7. Have fun! And thank those who made your Stream to Conquer Arthritis a success! Show your appreciation through live alerts and shout-outs and tagging your supporters during your stream and on social media after your stream.

Arthritis Awareness Key Dates

You can Stream to Conquer Arthritis your way—anywhere and anytime. But you may want to consider rallying around these awareness dates and months.

May	Arthritis Awareness Month
July	Juvenile Arthritis Awareness Month
October	World Arthritis Day , October 12 Invisible Disabilities Week , traditionally the third week of the month.
November	Giving Tuesday , traditionally the last Tuesday of the month

3 Downloads

Images & Graphics

Download overlays, screen frames, buttons and logos to brand your stream and show others that you're championing the fight to conquer arthritis.

Arthritis Foundation Mission Impact Images

Download mission impact images and posts [HERE](#).

Arthritis Foundation Mission Impact & Talking Points

Download talking points and impact statements that can complement social media posts, promotional collateral and during your broadcast to share how supporters are making a difference during your event.

4 Communications & Messaging

To help raise awareness and funds for the Arthritis Foundation, the following talking points, commands and social posts are tips and sample templates that can help promote, engage and thank those who tune in and make a difference.

Livestream Tips & Talking Points

- Share your own personal story with arthritis and information about the Arthritis Foundation throughout your stream.
- Remind your viewers that all donations directly benefit the Arthritis Foundation and our important work.
- Each time a new viewer says hello, use the opportunity to welcome them and explain that “today’s stream is dedicated to championing the fight to conquer arthritis and support the Arthritis Foundation.”
- No donation is too small! Every gift counts!
- Everyone can make a difference in the battle to conquer arthritis. Through your support, the arthritis community will gain access to tools and resources to better manage their disease and the opportunity to connect with others living with arthritis.
- If you are interested in learning more about the Arthritis Foundation, visit arthritis.org.

How-To Guides

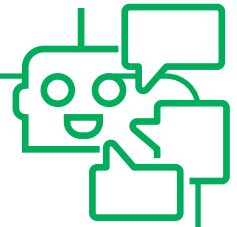
Streaming 101

- [DonorDrive - Getting Started](#)
- [Tiltify - Getting Started](#)
- [Streamlabs Charity - Getting Started](#)
- [Fundraising on Twitch](#)
- [Connect Your Social Feeds](#)

Twitch

- [Twitch Channel Setup Page](#)
- [Tiltify Fundraising Extension](#)
- [Streamlabs Charity](#)
- [DonorDrive Charity Fundraising Extension](#)
- [Twitch’s Charity Tool for Creators](#)





Helpful Chat Bot Commands

- !donate** To donate, click here! [\[LINK\]](#)
- !af** One in four adults will be diagnosed with arthritis. The Arthritis Foundation is boldly pursuing a cure for America's #1 cause of disability while championing the fight to conquer arthritis with life-changing science, resources, advocacy and community connections. To learn more, visit <https://www.arthritis.org/>
- !charity** I am raising awareness for the Arthritis Foundation, a non-profit that is boldly pursuing a cure for America's #1 cause of disability. If you would like to donate, please click here: [\[LINK\]](#)

Social Posts

Promotion:

- I'm excited to team up with the @arthritisFdn! Join me and let's #ConquerArthritis [\[LINK\]](#)
- Join me as I stream [\[GAME/TOPIC\]](#) to champion the fight against @arthritisFdn on [\[DATE\]](#)! [\[LINK\]](#) #ConquerArthritis

Streaming:

- Tune in and donate to my #ConquerArthritis today at [\[TIME\]](#). Every dollar raised will championing the fight to conquer arthritis with life-changing science, resources, advocacy and community connections. Join me: [\[LINK\]](#)
- My #ConquerArthritis is LIVE on @twitch right now! I'm raising funds for the @arthritisFdn to champion the fight to conquer arthritis. Watch and donate now.

Thank You:

- THANK YOU! So far, we've raised \$ [\[DOLLAR AMOUNT\]](#) for the @arthritisFdn. Let's keep the momentum going! Donate here: [\[LINK\]](#)#ConquerArthritis
- Thank you to everyone who watched my #ConquerArthritis benefiting the @arthritisFdn. Together, we are boldly pursuing a cure for America's #1 cause of disability while championing the fight to conquer arthritis.

5 Frequently Asked Questions

If questions arise, please reach out to our Community Events team at stream@arthritis.org. For additional ideas and support, join our DIY Facebook Group [HERE](#).