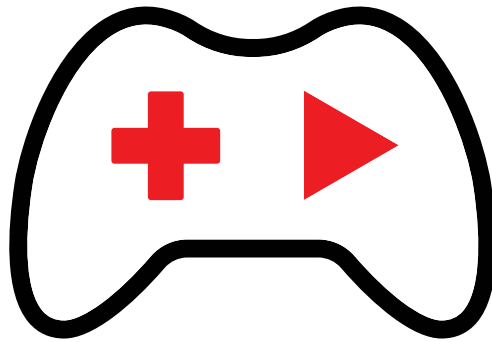




Canadian
Red Cross



CROSS/PLAY™

**Your guide to turning
streaming into support.**

PLAYBOOK

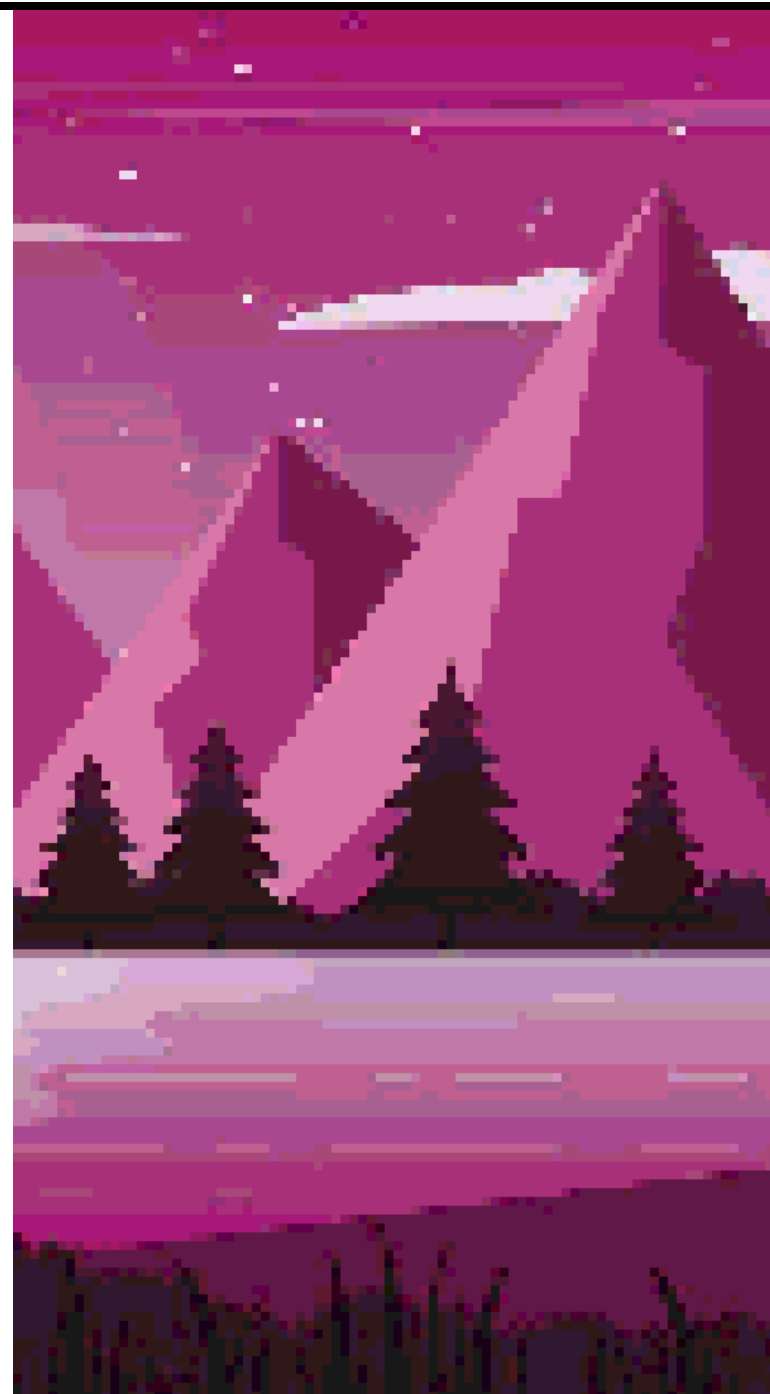


Canadian
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About Cross Play

What Is Cross Play?

Cross Play™ is a way for gamers and all types of streamers to support the work of the Canadian Red Cross by fundraising in their stream and helping to create awareness of our work in Canada and around the world.

How Does Cross Play Help The Canadian Red Cross?

Funds raised via Cross Play help to make possible the work of the Canadian Red Cross in Canada and around the world. You can choose whether to support the Red Cross “where it is needed most,” or focus your fundraising on a specific emergency or program.

About The Canadian Red Cross

Our Mission

We help people and communities in Canada and around the world in times of need and support them by strengthening their resilience.


How We Help

From emergency response to community health, the Canadian Red Cross provides critical assistance to people in need in Canada and around the world. You make it possible for us to help people heal, rebuild, and turn heartache into hope.

 Domestic Emergency Response

 Community Health & Wellness

 International Operations

 Indigenous Programming



For my first Twitch fundraiser, I chose to raise funds for the Red Cross's mission in Ukraine after seeing the devastating images of war on the news and social media. Although my community is still relatively small, they were galvanized by the plight of the Ukrainian people. The robust support and encouragement we received from the Red Cross's gaming initiative was so unexpected and encouraging, motivating us to raise more than triple our goal! War can make us all feel powerless, and the Red Cross allowed my community to feel like they could make a difference. I can't wait to work with the Red Cross again!"

Kate

<https://twitch.tv/ladybear26>



For more information about the Canadian Red Cross and how we help those in crisis around the world, please visit <https://www.redcross.ca/about-us/about-the-canadian-red-cross>



You can help by doing what you already do! Simply by linking your stream to Cross Play using our resources, tools and assets, you can help provide support to people in need. Here's how:

Fundraise or Donate

Fundraising is a great way for communities to support the Red Cross and get involved. Donations give us the flexibility to rapidly respond in the most effective way to emergencies or emerging humanitarian needs at home and anywhere around the world. If you or your community would like to support the Red Cross financially, we have many options available to you.

Stream For Us

Engage your audience and followers to rally behind you and the Red Cross through Cross Play. Focus your collective desire to make a difference by supporting our critical work.

Direct Donations

Tiltify is an innovative donation platform that can help make donating to the Red Cross fun. Both individual or group donations are accepted. <https://tiltify.com/canadian-red-cross>

For more information on where your money goes and how you can help, please contact

Donor Support:

1.800.418.1111

WeCare@redcross.ca

Share Our Socials



Connecting with us through social media keeps you informed about current Cross Play events while keeping you up to date with global news from a reliable source. Spreading trusted Red Cross messages and thoughtfully reshared content can help combat misinformation, raise awareness of people in need, and keep you informed about what matters.

Staying connected on social media is an accessible and inclusive way to be a part of the fun, while making a difference.



Having a community surrounding me on Twitch is such a blessing and knowing that all my supporters are willing to support me and my fundraising endeavors is surreal. Not only being able to support people in need, but making an impact is what makes fundraising something that will always be something I want to do.”

Agkish

twitch.tv/agkish



Join Our Community

We are continually growing our network of content creators, supporters, and partners. Join us and become part of an exclusive new network of talented philanthropists. Connect with our community and introduce yourself.



Fundraise: Support Options

As a third party fundraiser, you have the opportunity to do amazing and creative things while supporting the Red Cross. This structure keeps you in full control of your event, while letting you lean on us for support.

Fundraising: Self-Service

Use our self-serve tools and platforms designed to make your campaign a success.

1. Register a Tiltify account
2. Download our toolkit
3. Use our media assets
4. Tell the world
5. Start your event

Fundraising: Guided Support

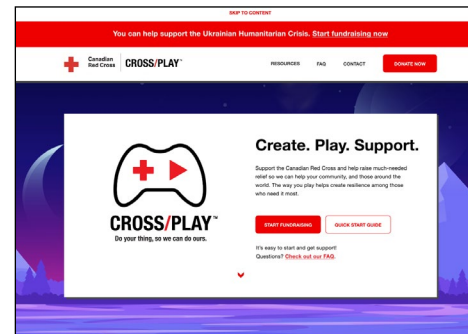
Get help with:

- Planning your event
- Valuable technical support
- Staying up to date with info and stats about your chosen area of support
- Using our tools and resources to add value to your event
- Connecting you with the Canadian Red Cross community

[Contact us](#)

Resources

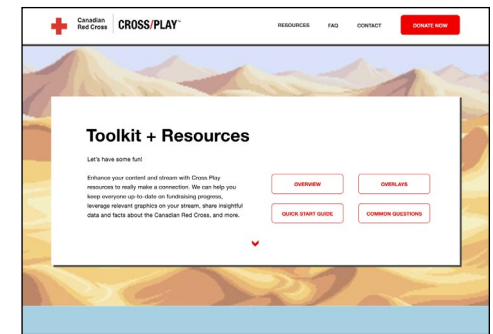
Check our [website](#) for up-to-date information, FAQs, and additional support.



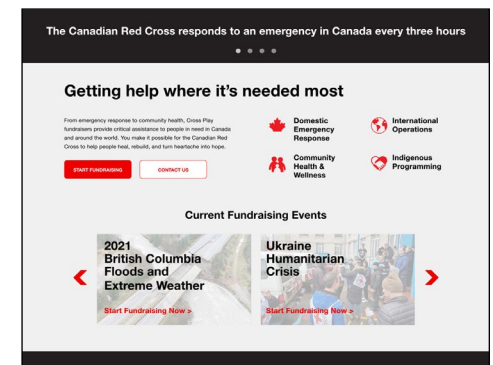
Use our [Quick Start Guide](#) so you can have your plan conveniently outlined on a single page.



Download our [overlays and media assets](#) to add flair to your content and show your support of Cross Play.



Get up-to-date news about our [activities and emergency appeals](#).





How-To Guide

This helpful checklist is designed to get you ready for your event.

❑ Register with Tiltify:

- a. Have an existing account? Log in and get started
- b. Use [this guide](#) to set up a Tiltify account

❑ Select your campaign:

- a. Create an **individual campaign** and do your thing!
- b. **Team campaigns** are great if you want to fundraise with a group
- c. **Supporting campaigns** are great for those who love to help others succeed

❑ Dedicate your campaign (optional):

You can fundraise for the Canadian Red Cross generally, or select one of our official events and designate your fundraiser to a particular cause. If you choose to designate, the Canadian Red Cross will honour your wishes by dedicating your donations to that cause only.

[View all events here.](#)



My experience fundraising for the Red Cross thus far has been a great pleasure and immensely rewarding, to say the least. The new gaming initiative from the Canadian Red Cross gave my community rapid support and transparency in how our funds would have a real-world impact on people in need.”



Citrus

twitch.tv/whoiscitrus



Fundraising for the Red Cross was both gratifying and rewarding. We went into the project with a lot of passion and energy to make a difference and thanks to the expertise and guidance of the Red Cross we were able to channel our passion and energy into a successful and enjoyable fundraiser.”



Elder Drunken Highlander

<https://youtube.com/c/ElderDrunkenHighlander>



Do You Need Additional Tiltify Support?

View this [guide on Tiltify](#) or [contact us](#) for additional support.

Download our dedicated toolkit:

- a. Media assets to add Cross Play elements to your stream
- b. Overlays and alerts

Set a date and time and promote your stream:

- a. Send your friends and family to our socials and we can help promote your event
- b. Share highlights of your favourite moments from your event

Looking for inspiration?

Examples of media available at www.redcross.ca/crossplay

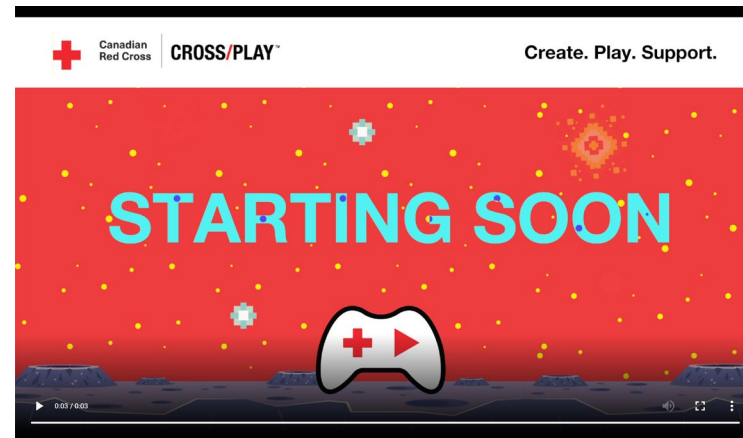
Banner Alerts



Webcam Overlay



Wait Screen





PLAN

We've asked fellow gamers and streamers about making a successful event. Here's a checklist to help you plan your next stream to get optimal attention and donations!

Messaging

- Describe your key message(s) to your donors:
 - I am supporting _____ with the Canadian Red Cross.

See page 11 for talking points, or [contact us](#) for up-to-date key messaging for current events.

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

Social Media

- Having a schedule or announcement about your fundraising event will build anticipation and allow people to spread the word.
- When you go live, make sure you post a link alerting people.
- Encourage your fans and supporters to promote your message and help make people aware of your event.
- Short and sweet is always ideal. 20-30 seconds for any video messaging, and short text descriptions.
- Can you show instead of tell?

Twitter Suggestions

Post strategically to optimize visibility:

- Post from 1-2 times a day to a maximum of 5 times. Threaded tweets count as a single post.
- Optimize your posts based on your followers and peak viewing hours. 8 a.m. on weekdays, or throughout the day for multiple time zones.
- Use imagery (such as our media assets) to make your message stand out.
- Use @tags to connect and encourage engagements and retweets.
- Relating your tweet with popular #Hashtags can increase your visibility.

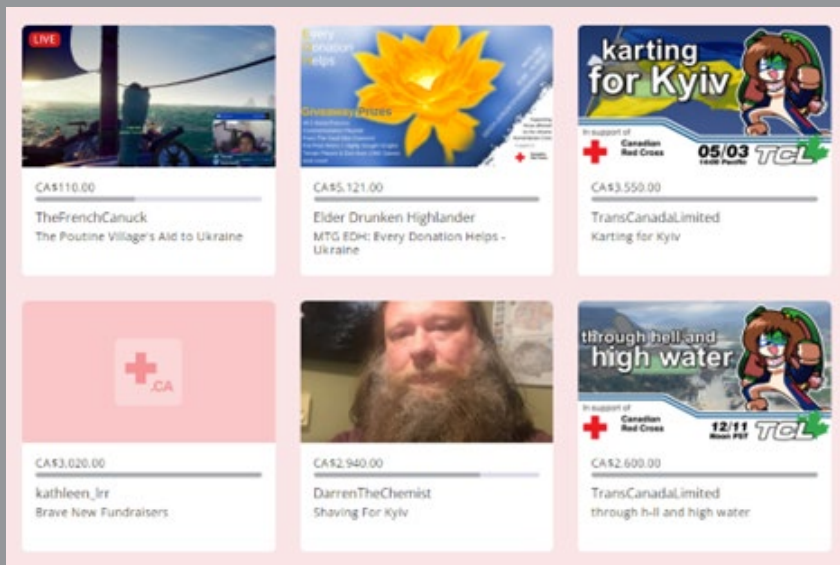


PREPARE

Set-Up

- 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 [🔗](#)



I've happily called Canada home for my whole life, and I've always wanted to find a way to give back. Now that I have a community and a platform with my YouTube channel, working with the Canadian Red Cross has given me the ability to bring people together from around the world, to support those in crisis both at home and abroad – all while doing what I love.”

TransCanadaLimited
youtube.com/c/TransCanadaLimited



Avatar art by TimeChamber



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](#).

LeeroyJK: lol

DocRespectful: Almost had it, can we try again?!

FreshHP: ❤️ ❤️ ❤️

ChatBot: Support the Canadian Red Cross and help provide support to those in need by clicking this donation link <https://tiltify.com/canadian-red-cross>

QuaziJ: Whoa look at that donation!

LinaVenti: ❤️ ❤️ ❤️


SecretPigeon: DONO! ❤️ ❤️ ❤️

Anonymous: You're almost at the goal. We're so close chat!

HamBone85: If you win the next round, I'll donate \$5

hunter2: I'll match!

CaptMoon: Oh, I'm in. Me too!

Send a message 

 0



CRC MESSAGES YOU CAN USE WHILE STREAMING

Support Facts



The Red Cross has a **First Aid app** available in both English and French for Apple and Android mobile devices. It provides first aid tips on everything from choking to burns.



The Canadian Red Cross has a Safety and Wellbeing team which deploys during domestic disasters. Tasked with providing **emotional support**, the Safety and Wellbeing responders are proving their enormous value in helping people weather disasters.



In a disaster, the Red Cross **provides** individuals and families with blankets, food, shelter, clothing, hygiene kits, family reunification and more.



Being **ready for a disaster** includes knowing the risks in your area, making an emergency plan for your household and preparing an emergency kit.



The Canadian Red Cross **works with** leaders in our Indigenous communities to identify the risks specific to each and develops tailored emergency plans. Thanks to your support, many communities are now better protected.

Wondering how donations could be spent in Canada?



Here are just a few examples of the many ways you could help people in need:

- \$3** could provide a comfort kit with simple items offering a sense of dignity.
- \$7** could provide a teddy bear to a child in need of support.
- \$13** could provide a pillow and blanket for someone who is exhausted.
- \$45** could provide baby products for an infant/child.
- \$60** could provide a cot for someone who has lost their home.

Wondering how donations could be spent internationally?



Here are just a few examples of the many ways you could help people in need:

- \$25** could provide a hygiene kit with basic hygiene items for a family for one month.
- \$30** could provide a family with a kitchen set so they can cook their own food.
- \$40** could provide a shelter kit, which includes tools to help families rebuild their homes.
- \$70** could provide 10 blankets to people forced from their homes.
- \$115** could supply a tarpaulin to provide temporary shelter for a family.



Quick Stats

- The Red Cross has been assisting Canadian communities impacted by disaster for over **100** years.
- The Red Cross responds to a disaster in Canada roughly every **3** hours.
- The Canadian Red Cross currently has **8,700+** Emergency Management volunteers from coast to coast.
- Red Cross volunteers have supported over **14,500** isolated and vulnerable individuals with over-the-phone wellness checks since the beginning of the pandemic.
- In 2021 alone, the Red Cross responded to approximately **2,950** emergencies in Canada.
- The Canadian Red Cross is one of **190+** Red Cross Red Crescent Societies worldwide, making it part of the largest humanitarian organization in the world.
- In 2021, the Canadian Red Cross distributed **2,084** clean-up kits in British Columbia when severe flooding occurred.
- In 2021, the Canadian Red Cross distributed **9,433** teddy bears to help children, as well as adults cope in the aftermath of an emergency.
- Canadians should be prepared to care for themselves and their families for a minimum of **3 days** in a disaster, or up to two weeks in a health emergency.
- Every little bit helps: just **\$3** can provide a comfort kit (toothpaste, toothbrush, soap, shampoo, conditioner, comb, deodorant, tissues) to help someone maintain their dignity after disaster strikes.
- In 2021, the Canadian Red Cross supported **110,000+** Canadians helped after emergencies.
- In 2021, **11,475** comfort kits provided dignity and a sense of normality.
- Since November 30, 2021 the Canadian Red Cross has distributed **\$5.5m+** in Emergency Financial Assistance to those effected by the British Columbia wildfires.



Large Fundraising Goals

- **\$10,000** could deploy a humanitarian specialist like a doctor or nurse to a Red Cross field hospital.
- **\$4,500** could offer a War Surgery Seminar to provide specialized training for surgeons.
- **\$1,800** could train an Emergency Medical Responder to provide immediate life-saving care to critical patients.

Additional Facts

DID YOU KNOW that, in Canada, wildfires burn about 2.4 million hectares per year? That's larger than Wales and almost the size of Lake Erie.

DID YOU KNOW that the Red Cross' first domestic emergency response was for the Halifax Explosion of 1917?

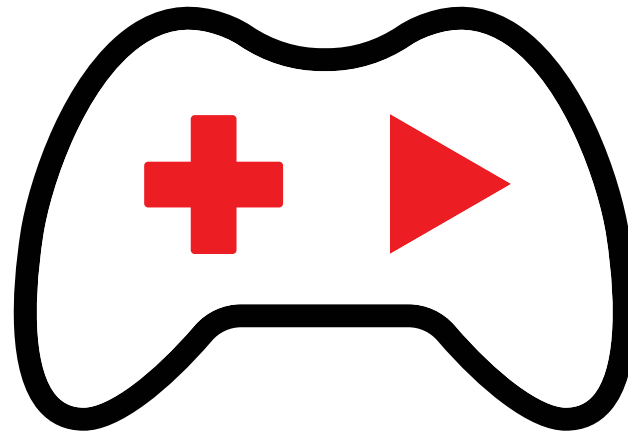
DID YOU KNOW floods are one of the most common and costly disasters in Canada in terms of property damage? The Red Cross is there to help communities prepare, and recover from the impact.

DID YOU KNOW [Muggins](#) was a lovable, and incredibly famous, spitz dog with fuzzy white hair who collected donations in downtown Victoria, B.C.?

HENRY DUNANT, a Swiss businessman and social activist, was the founder of the Red Cross and first recipient of the Nobel Peace Prize.



Canadian
Red Cross



CROSS/PLAYTM

Do your thing, so we can do ours.