

Stream for The Trevor Project

How to Fundraise Using Tiltify

PREPARED DECEMBER 2024



About The Trevor Project

The Trevor Project is the leading suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+) young people.

- The Trevor Project's mission is to end suicide among LGBTQ+ young people.
- The Trevor Project's trained crisis counselors are available 24/7. Text START to 678- 678, call 1-866-488-7386, or reach out via chat at www.TheTrevorProject.org/Get-Help/.
- [According to our own research](#), LGBTQ+ young people are more than four times as likely to attempt suicide than their peers. The Trevor Project estimates that [more than 1.8 million LGBTQ+ youth](#) (13-24) seriously consider suicide each year in the U.S. — and at least one attempts suicide [every 45 seconds](#). Globally, we estimate that there are [more than 40 million](#) LGBTQ+ young people ages 13-24 who seriously consider suicide each year.
- Further, our research has found that more than 80% of LGBTQ+ young people said it was important that a crisis line include a focus on LGBTQ+ youth, should they need it. For more top-line statistics related to our mission, visit our [Facts About LGBTQ+ Youth Suicide webpage](#).
- Additional research and data about LGBTQ+ youth identity, suicide, and mental health is regularly [published on our website](#).



Thank you so much for choosing to fundraise for The Trevor Project!

Our mission is to end LGBTQ+ youth suicide. By becoming a fundraiser for The Trevor Project, you're joining the Trevor community to affirm and celebrate the lives of LGBTQ+ young people.



Fundraising with Tiltify

Whether you're streaming on Twitch, YouTube, TikTok or another platform, you are raising awareness and helping us save young LGBTQ+ lives. Please use this as a resource to help get started with [fundraising on Tiltify](#).

Our Development team is always available to support your efforts so please reach out to development@thetrevorproject.org with any questions.



Included in this presentation:

Fundraising

- ✓ Set up your Tiltify fundraising page
- ✓ Fundraising Resources
- ✓ Fundraising Checklist + Tips

Resources

- ✓ Streaming Resources
- ✓ The Trevor Project Resources
- ✓ Social Media Resources
- ✓ TwitchChat - Helpful Bot Commands



Fundraising

Ideas, Guides, Tips, and Checklist



Stream with us!

From Animal Crossing marathons to live challenges, your stream could save lives. Join our stream team and help make a difference.

We listed a few ideas of how you can raise money for The Trevor Project while streaming.

JOIN US TODAY

1. Play your favorite game.
2. Share your favorite hobby.
3. Play a game with your friend.
4. Chat with your friends about mental health.
5. Talk about The Trevor Project and our mission

How to create your Tiltify Fundraiser page

1. First, head over to tiltify.com/the-trevor-project/start to create a account or sign in!
2. Follow the steps to create or update your Tiltify Account and then **customize your campaign**. Choose your own campaign name, create your own URL, update the event description, add your own media and set a campaign goal.
3. To update your Campaign (at any time) > click "Dashboard" > click "Campaigns" > select "Campaign" you want to edit > complete details.
 - Consider adding a schedule, incentives, and milestones which can be found on the top navigation.
4. Finally, be sure to "Publish" your campaign! You are all set to begin streaming and raising funds.



The Trevor Project

Help us create a world where all LGBTQ+ young people see a bright future for themselves.

Start fundraising

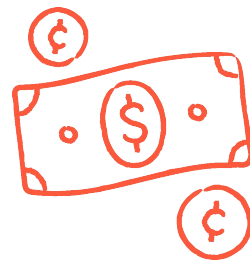
Donate



Tiltify Fundraiser Resources

- [Create Profile](#)
- [Your First Campaign](#)
- [Account Dashboard Overview](#)
- [Download the "Getting Started" Guide](#)
- **Overlays** - Some of the most successful streamers use a simple animated overlay design as a border to their webcam screen. Check out our Trevor specific ones.
 - Steps to access the overlay: Dashboard > Campaign > Overlays > create a new overlay > blank slate > add widget > cause assets > Trevor's Overlay appears there
 - [Learn more about Overlays here](#)
- [Talking Points](#) - Here are a few helpful talking points to share on your stream.
- [Twitch Chat: Helpful Bot Commands](#)





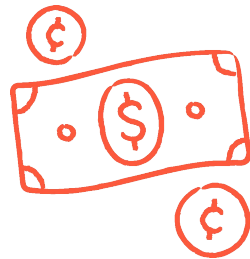
Fundraising checklist and tips

Now that your fundraiser is published, we recommend keeping the following tips in mind over the course of your fundraiser:

Before your stream (1-2 weeks):

- **Promo Images.** Create promo images to share for the event, any incentives you'll have and be sure to add something to your channel about the upcoming event.
- **Tiltify.** Update your Tiltify page and add the Tiltify banner to your streaming application (OBS/Xsplit/etc).
 - Set a fundraising milestone. Celebrate every fundraising milestones with your community.
 - Create your own incentives motivate your community. Incentives can help raise 3x more money!
 - Set up a donation poll. Get your community to decide what you do on-stream.
- **Invite your friends.** Build momentum by promoting your fundraiser on social media! Update or add any donation links and update your Channel Bot Commands. People who invite friends are 4x more likely to reach their fundraising goal.
- **Donate to your campaign/fundraiser** Providing the initial seed money to your page can incentivize potential donors to help your cause, even \$1 can do the trick!

Fundraising checklist and tips (continued)



While you're streaming:

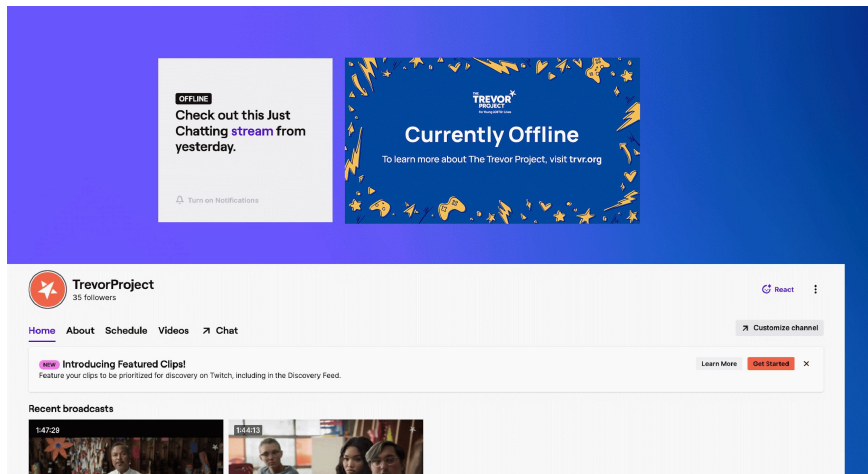
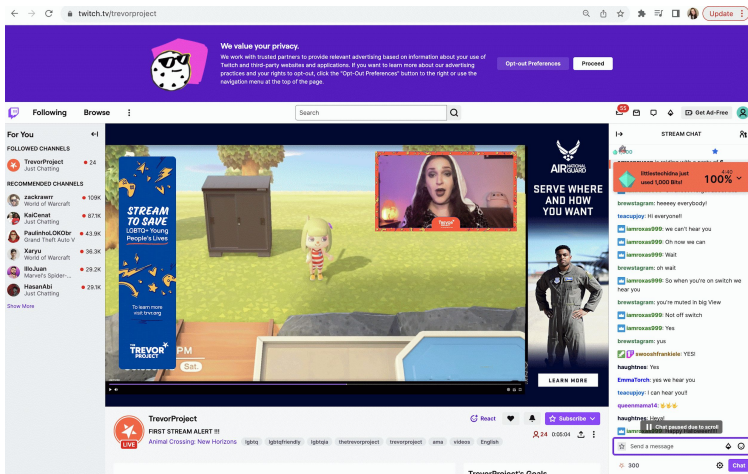
- **Tell a story.** Storytelling is a fundamental part of fundraising — if it feels safe to you, we encourage you to share a story about why you are choosing to fundraise for The Trevor Project. This will show your community how much this means to you and LGBTQ+ youth across the country in need of The Trevor Project's life-saving services.
- **Promote.** Share with the Internet that you're streaming. Be sure to promote your event across social media. And post your donation link regularly so people know how and where to give.
- **Thank your donors.** Keep your Tiltify fundraiser visible so when someone donates to your campaign, you can give them a shout out and a thanks on screen. You can get creative!
- **Increase your goal** If you reached your goal — CONGRATULATIONS, and thank you! If you'd like to keep fundraising, you can always increase your goal and continue at any time. Everyone loves making a donation to a winning stream!

Resources

For streaming, social media, and Twitch

Streaming Resources

Here are some streaming assets you can download using the following links here for [overlays](#) and [hold screens](#)



The Trevor Project



We've put together some helpful resources for you to share through these links:

VIDEOS

Play a video on your stream to show viewers the powerful impact their donations can have.

RESOURCES

Share a resource that speaks to you. It's a great way to help others learn and become stronger allies to LGBTQ+ young people.

STATS AND FACTS

Highlight key statistics about LGBTQ+ young people and mental health to raise awareness and inspire change.

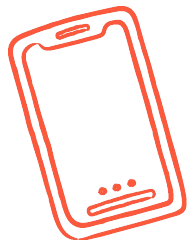
TREVORSPACE

Share the largest safe-space social networking site for LGBTQ+ young people (ages 13-24), offering an inclusive online community.

GET HELP

Provide this link to anyone seeking to connect with a crisis counselor 24/7, 365 days a year, from anywhere in the US via text, chat, or phone.

Copy for Social Media



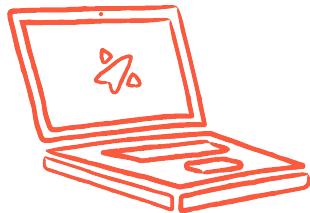
If you need language for your outreach, look no further!
We've put together some templates for you to use.

The Trevor Project provide free, confidential, 24/7 support to LGBTQ+ young people who are in crisis. That's why I'm raising funds through my charity stream for #TheTrevorProject. Click the link to donate! **Insert your personal fundraising URL here.**

LGBTQ+ youth are 4x more likely to attempt suicide than their peers. That's why I'm raising funds for the #TheTrevorProject through my charity stream. Together, we can end LGBTQ+ youth suicide. Click the link to donate! **Insert your personal fundraising URL here.**

The Trevor Project estimates that more than 1.8 million LGBTQ+ young people seriously consider suicide each year in the U.S. and could benefit from their services. That's why I'm doing a charity stream for @thetrevorproject. Please join me on (insert date)! Click the link to donate: **Insert your personal fundraising URL here.**

Twitch Chat: Helpful Bot Commands



Here are some helpful chat commands to add before your fundraising event. Feel free to add your own!

[How to set up a chatbot for your fundraiser.](#)

- **!donate:** Your support matters. To make a donation, click here!
[Insert your personal link]
- **!incentives:** Your generous support doesn't go unnoticed. Check out some of the incredible incentives I'm offering as I raise money for The Trevor Project!
[Insert your personal link]
- **!goals:** Want to see what I'm working toward? Check out WHY I'm fundraising for The Trevor Project and my goals here: [Insert your personal link]
- **!help: The Trevor Project is here for you!** If you are thinking about harming yourself – get immediate support. Connect to a crisis counselor 24/7, 365 days a year, from anywhere in the U.S. It is 100% confidential, and 100% free. www.thetrevorproject.org/get-help/
- **!thetrevorproject:** The Trevor Project provides LGBTQ+ youth with 24/7 crisis counseling via phone, text, and chat. Your gift will make it possible to create an even brighter world for LGBTQ+ young people. To learn more about The Trevor Project, visit: www.thetrevorproject.org/



Thank you

Thank you for creating a fundraiser for The Trevor Project and taking the time to fundraise for us! By creating this charity stream, you are championing LGBTQ+ young people and joining The Trevor Project to raise critical funds to support youth in crisis. Your support is more impactful than you may ever know to the LGBTQ+ young people who need us most.