

Streamer Toolkit



DECEMBER 1ST - 31ST

More details available at thankmas.tiltify.com

Welcome to Thankmas 2023!

Join Jacksepticeye and the Thankmas community in raising funds for World Central Kitchen (WCK) for a second year in a row! WCK is a nonprofit organization that is to the frontlines, providing fresh meals in response to humanitarian, climate, and community crises.

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About the Charity



Founded in 2010 by Chef José Andrés, World Central Kitchen (WCK) is a nonprofit organization that is first to the frontlines providing fresh meals in response to crises. Applying our model of quick action, leveraging local resources, and adapting in real time, WCK has served hundreds of millions of nourishing meals around the world.

When disaster strikes, WCK's Relief Team mobilizes with the urgency of now to start cooking and serving meals to people in need. By partnering with organizations on the ground and activating a network of local restaurants, food trucks, or emergency kitchens, WCK serves comforting meals to survivors of disasters quickly and effectively. To support regional economies, WCK prioritizes purchasing local ingredients to cook with or distribute directly to families in need.

We know that good food provides not only nourishment, but also comfort and hope, especially in times of crisis. Learn more at wck.org

Setting up your fundraising campaign for Thankmas

Setting up your fundraising campaign is easy. It takes about 5 minutes!
Take a look at the Thankmas Guide below to get started!

Setting up your Stream

Stream Assets

Using interesting graphics and overlays increases donations!

There are a variety of options available to you, but we recommend using the official Tiltify overlay editor!

It even has a Thankmas progress bar overlay!



Add a panel on your social media channel of preference, as a Twitch panel, in Discord or more!

Thankmas Logos have been provided in the toolkit zip file.

Chat Commands

Your chat drives A TON of donations towards you fundraising goal.

Using chatbots like [NightBot](#), [Moobot](#) or [StreamElements](#) that periodically post these links or have them available as commands is HIGHLY recommended.

Here are some examples:

!donate	We're raising funds for Thankmas 2023! Click this link <fundraiser link> to support World Central Kitchen today!
!charity	WCK is first to the frontlines, providing meals in response to humanitarian, climate, and community crises. They build resilient food systems with locally led solutions.
!thankmas	This holiday season, Thankmas created by JackSepticEye is BACK! With the community coming together last year to raise over \$10 million Thankmas is raising funds for World Central Kitchen (WCK) a nonprofit organization that is first to the frontlines providing fresh meals in response to crises.

Fundraising Stream Tips

- **Talk about the charity throughout your stream!** Let people know WHY you are supporting it and joining the community in another record-breaking year for Thankmas.
- **Have fun!** Remember to do something that YOU enjoy. Crafting, gaming, dancing, singing or just chatting while your are fundraising make it more entertaining!
- Use Tiltify's Incentives to create interesting goals for your campaign. [Learn more about incentives here!](#)
- **Take a break when you are tired** if you streaming for an extended period of time and make sure to stay hydrated.
- **Thank you your donors as donations come in!** You can view current donations on your Tiltify campaign dashboard.
- **Your participation makes a difference.** Whether you raise \$1 or \$1000, you are joining a community to make positive change for others. Just being a part of this is a big deal. YOU are a big deal.
- Get friends, family, schoolmates, neighbors and co-workers to help, donate and spread the word about what you are doing!

Tell the People

If you don't let folks know you are doing good for Thankmas, then they won't know that they can help!

Here are some examples of how you share this online, via text/email or just word of mouth!

What are you doing?	I'm supporting Thankmas this year, and we are supporting World Central Kitchen with a fundraising livestream on <x date>. You can take a look at my fundraising campaign here <fundraising url>. #thankmas
When are you doing it?	We will be live on <x date and time> on <your broadcast channel>. Join us as we support World Central Kitchen alongside Jacksepticeye for Thankmas! #thankmas
It's happening!	We're live! Watch, chat and DONATE to support World Central Kitchen. Click this link to help us get started <fundraising url>. #thankmas
Thank your donors and community	Thank you all that stopped in our stream! You have made #thankmas a success. YOU made a difference for World Central Kitchen. #thankmas <fundraiser URL>



This should be enough to get you started on your path to raising funds for Thankmas 2023! Be sure to stop into the World Central Kitchen Discord!

If you need help with Tiltify, join our [Discord](#) or reach out to support@tiltify.com if you have any questions.

Happy Fundraising and Merry Thankmas!



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