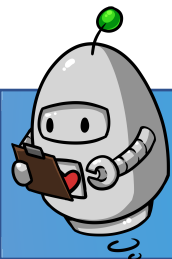# Twitch Charity Livestream
Best Practice Checklist

Pre-Event

☐ Add the Tiltify Donation Extension to the Twitch channel
- ➢ Free to download
- ➢ Gives donors a one-click option to donate during livestream
- ➢ Make sure to connect your campaign to the extension before the livestream event

☐ Set up a chat bot to populate a command prompt in the chat with the donation link
- ➢ Recommended- <u>Nightbot</u>

☐ Social Promotion
- ➢ Include a clickable donation link in all social promotion and press releases
- ➢ Include a call to action **"You can donate/contribute now"**
- ➢ **Info graphic recommended for launch post**
- ➢ Make sure to tag Tiltify for added exposure
  - ➢ **Twitter- @Tiltify**
  - ➢ **Facebook- @Tiltify**
  - ➢ **Instagram- @tiltify**

☐ Tiltify Overlay and Alerts
- ➢ Tiltify has a custom overlay and alert suite available in the fundraiser dashboard
- ➢ GIPHY Alerts, custom goal bars, color schemes, and fundraising tool alerts can be added to your campaign overlay
- ➢ QR Code Feature
  - ❖ A QR Code can be added to your Tiltify overlay, it is unique to the campaign it is created for
  - ❖ This creates an additional pathway for donors during the livestream event

☐ Test Stream
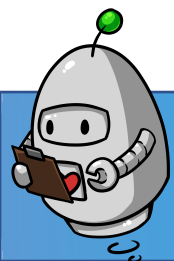- ➢ Conduct a test stream to ensure overlay sizing is correct

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Twitch Charity Livestream
Best Practice Checklist

Event Day

❑ Build Call to Actions to donate into your stream programming
  ➢ Recommended every 10-15 minutes
  ➢ Remind viewers why they should donate
  ➢ Use charity talking and use Impact points to show how every dollar matters

❑ Begin livestream 30 minutes to an hour before appearing on camera,
  ➢ Alerts subscribers about upcoming livestream and allows more time for viewers to join stream

❑ Chat Moderation
  ➢ Use trusted moderators during livestream event
  ➢ Moderators can help identify large and smaller donors throughout the stream

❑ Let viewers know where they can donate
  ➢ "Link in chat"
  ➢ "Link in the description"
  ➢ QR Code
  ➢ End Card

❑ Donor Recognition
  ➢ Thank donors on a regular basis during the stream
  ➢ Make sure to recognize both large and small donors

❑ Highlight donor pathways to support
  ➢ Call to action should include the following:
    ➢ "Link in the description"
    ➢ "Link in the chat

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Twitch Charity Livestream
Best Practice Checklist

Post Event

☐ Close out stream reminding viewers they can still donate
- ➤ Campaign can still take donations after the livestream event
- ➤ Campaign will auto-retire after 60 days of inactivity
- ➤ Post on social final fundraising numbers with the donation link in the messaging
- ➤ Sample Call to action- **"Thanks to you we raised $X!!! Thanks for watching and remember you can still support an amazing cause DONATE- (donation link)""**

Links and Resources:

- [Tiltify Support Home](#)

- [Tiltify YouTube Channel](#)

- [Tiltify Overlays and Alerts Support](#)

- [Tiltify API Documentation](#)

- [Tiltify Blog](#)

TILTIFY