Thanks for joining the #Up2Us to Stand Up To Cancer event! This Toolkit is provided as support for your SU2C fundraiser. Below are assets that can be used in-stream and to help brand your channel for your charity streams.

### FAQ, Guidelines + Talking Points
FAQs and Talking points for commonly asked questions for you to use for your audience, in chat, etc.

### #Up2Us Graphics Package
Graphics to help promote your stream!

### SU2C Videos
Need a break from your stream? Or want to show more amazing visuals to showcase all the great work SU2C has done? Below are a list of videos included in our toolkit to showcase on your stream.

- Science: SU2C Dream Team Infographic
- Science: Cancer Treatment Advances
- Science Clinical Trials

### #SU2CStreamTeam Merch
Now you can support the #SU2CStreamTeam wherever you go! If you purchase a shirt, please share a photo of yourself on social media posing with the tee.

### Streamlabs Fundraising Tools
Streamlabs tools to help promote your streams:

- Suggested Nightbot Commands
- How to setup a charity alert on Streamlabs
- How to setup your charity Goal bar

### Social Media
*Note when writing out our name it’s “StandUpToCancer” not StandUp2Cancer

- Key Hashtags
  - #Up2Us
  - #StandUpToCancer
  - #SU2CStreamTeam
- Tag our Social Accounts @SU2C

### Suggested Social Copy (Next Page)
Included below is suggested messaging for you to share on your other social channels to help spread the word about your stream to maximize your fundraising efforts!

**Twitter**

**Announcement Post (Asset Link)**
I’m excited to announce I’ll be streaming to fundraise for the #Up2Us to #StandUpToCancer event for @SU2C on XX/XX. Hope to see you there! #StandUpToCancer (Link to asset)

**Day Before Livestream Post (Asset Link)**
Tomorrow I’ll be streaming live at XX to raise funds for the #Up2Us to Stand Up To Cancer Event! Join me and @SU2C to end cancer as we know it. #StandUpToCancer (Link to Asset)

**Livestream Post (Asset Link)**
I’m LIVE raising funds for @SU2C as part of the #Up2Us to #StandUpToCancer event! Help SU2C in their mission to turn more patients into long-term survivors by tuning in and donating now. [insert stream link]

**Thank You Post (Asset Link)**
Thank you to everyone who joined my #Up2Us fundraiser today. Your donations will support @SU2C and help accelerate life-saving cancer research. #StandUpToCancer

**Facebook**

**Announcement Post (Asset Link)**
I’m excited to announce I’ll be streaming to fundraise for @SU2C. #Up2Us to #StandUpToCancer event on [insert date/time]. Hope to see you there!

**Day Before Livestream Post (Asset Link)**
Tomorrow I’ll be streaming live at XX to raise funds for the #Up2Us to #StandUpToCancer event! Join me and @SU2C to end cancer as we know it.

**Day of Livestream Post (Asset Link)**
I’m LIVE raising funds for @SU2C as part of the #Up2Us to #StandUpToCancer event! Help SU2C in their mission to turn more patients into long-term survivors by tuning in and donating now. [insert stream link]

**Thank You Post (Asset Link)**
Thank you to everyone who joined my #Up2Us fundraiser today! Your donations will support @SU2C and help accelerate life-saving cancer research.

**Instagram**

**Announcement Post (Asset Link)**
I’m excited to announce I’ll be streaming to fundraise for @SU2C’s #Up2Us to #StandUpToCancer event on [insert date/time]. Hope to see you there!

**Day Before Livestream Post Tomorrow**
I’ll be streaming live at XX to raise funds for the #SU2CStreamTeam! Join me and @Stand Up To Cancer to end cancer as we know it.