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 tool kit to showcase on your stream.

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

**Tiltify Fundraising Tools**
Tiltify tools to help promote your streams:

- Suggested Nightbot Commands
- How to Create a Tiltify Campaign
- #SU2CStreamTeam Tiltify Overlay
- How to setup your Twitch Tiltify Extension
- How to link Tiltify alerts with your stream

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

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

**#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.

**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.