



(Tiltify) Stand Up To Cancer // #SU2CStreamTeam Guideline, Toolkit Outline and FAQs

Thank you for joining the #Up2Us to Stand Up To Cancer event in raising awareness and funds for cancer research. We are sharing the fundraising stream guideline below to assist you on this initiative.

Behavior

- Use “clean” language as you play with your audiences.
- Treat your audience with respect; don’t be rude or malicious.
- Please refrain from smoking, vaping, and using illegal substances.

Moderation

- Subject to availability (or upon request in certain circumstances), a representative from SU2C may be able to be present during portions of your livestream to assist in responding to audience questions related to SU2C.

Duration

- SU2C wants you to stream at your leisure; however, longer streaming times are strongly recommended for a more successful fundraising experience.
- Stream at a length that is comfortable for you and your audience.

SU2C Assets (Toolkit Content Outline)

Below is the list of assets and tools available on this Fundraising Toolkit website. These can be used in-stream and to help brand your channel for this initiative. Assets are optional but we’d love you to consider them to help you with messaging.

Graphics Package

- Banner
- Donate Button
- In-Stream Graphic

Tiltify Fundraising Tools

- **Custom Tiltify Overlay** - interactive fundraising custom overlay to enhance your stream
- **Suggested Night Bot Commands** - optional but please consider them to help with moderating your stream

SU2C Videos (Please use during livestreaming only, and avoid using in VOD if possible. Videos could cause a copyright strike if posting a VOD of your stream via YouTube)

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

Social Media

- This section of the Fundraising Toolkit includes suggested post copy and optional graphics to help promote your fundraising stream.
- Below are our handles for social media across Twitter, Instagram, and Facebook, along with suggested hashtags for the event.



@SU2C

#SU2CStreamTeam

#StandUpToCancer

[Discord Community](#)

Merchandise

- Please feel free to share our SU2C StreamTeam [merchandise](#)

Thanks again for joining the #Up2Us event; we're so happy to have you in this fun initiative to raise money for this great cause!

If you have any questions, please contact our Influencers & Gaming Community Director, Andy, via email at gaming@su2c.org or info@su2c.org

Stand Up To Cancer (SU2C) appreciates your message and shares your enthusiasm in hoping to make a significant impact on the disease. You can extend your support to the campaign right now by visiting StandUpToCancer.org/TakeAction and StandUpToCancer.org/Streaming to find ways to get involved.

(Tiltify) Stand Up To Cancer // #SU2CStreamTeam FAQs

Thank you for joining the #SU2CStreamTeam in raising awareness and funds for cancer research. Below are frequently asked questions for you to use to inform your audience on stream, in chat, etc.

ABOUT / GETTING STARTED

What is #SU2CStreamTeam?

Stand Up To Cancer's Stream Team (#SU2CStreamTeam) is a way to raise money in support of Stand Up To Cancer's collaborative cancer research by hosting a fundraising stream on one of your favorite platforms (e.g. Twitch, TikTok, YouTube, Facebook Live) through Tiltify.com, which provides fundraising and donation tools. You can also choose to use the built-in fundraising tools provided directly by the platform (e.g. YouTube Live chat donations, Facebook donate button).

How do I get started?

To get started on Tiltify, visit [Tiltify SU2C](#) and click the "Start Fundraising" button. Tiltify can connect with your Twitch, YouTube, Facebook Live account. If you haven't previously registered with

Tiltify, please follow the prompts to get signed up and begin fundraising. You can choose to start your own event or join a current fundraising event.

What is Tiltify?

Tiltify is a livestream fundraising platform that provides tools for streamers to easily raise money for a charity. Once registered on the platform, you can begin raising money to support Stand Up To Cancer through your Twitch, YouTube, or Facebook Live! To get started please visit [Tiltify SU2C](#).

Do I have to register with Tiltify in order to host a stream to benefit Stand Up To Cancer?

We encourage our supporters to fundraise through Tiltify. They provide easy to use tools and SU2C is set up to directly receive funds raised by your stream on any of your preferred platforms that connect to Tiltify (e.g., Twitch, TikTok, YouTube, or Facebook Live). You may also use the built-in fundraising tools provided on YouTube and/or Facebook (i.e. Youtube Giving, Facebook donation button, Facebook fundraiser).

How does my stream benefit Stand Up To Cancer?

Funds raised through your stream support Stand Up To Cancer's groundbreaking cancer research programs. Our unique research models are expertly designed to initiate collaboration, accelerate the pace of cancer research, and clear the way for high-impact breakthroughs. Learn more at StandUpToCancer.org/WhereTheMoneyGoes

Are there any restrictions to the activities permitted during a stream to benefit Stand Up To Cancer?

We hope that you will be as creative as possible in helping us raise awareness and funds to support Stand Up To Cancer's collaborative cancer research programs. However, we do not permit streams benefitting SU2C to include gambling as part of their fundraising activities. Additionally, please refrain from smoking, vaping, and using illegal substances.

What information about me does Tiltify share with Stand Up To Cancer?

When you choose to donate through Tiltify, your screen name, email address, donation amount fundraiser name, and team information will be shared with Stand Up To Cancer.

I am registered with Tiltify and have a question about the platform, who do I contact?

For questions about the Tiltify platform, please visit the [Tiltify Support Page](#) for assistance.

DONATIONS

How much of the money raised through my stream connected to Tiltify goes towards Stand Up To Cancer?

100% of the donations Stand Up To Cancer receives from Tiltify fundraisers supports Stand Up To Cancer and its collaborative cancer research programs. When a donation is made, a minimal transaction fee may be taken by the donation processor (e.g. Stripe, Amazon Pay and/or Paypal); additionally, a platform fee will be taken out up to 5% per transaction by Tiltify.

Can checks be applied to my Tiltify fundraiser total?

Yes! Make checks payable to Stand Up To Cancer and send to the following address along with a note stating the name of your livestream fundraiser on Tiltify. Once your check is received, please allow up to 15 business days for the donation to be added to your fundraising total.

Stand Up To Cancer

P.O. Box 843721
Los Angeles, CA 90084-3721

If a business donates goods or services to my stream, will they receive a tax receipt from Stand Up To Cancer?

Unfortunately, we cannot generate a tax receipt for a business that donates goods or services to your stream since the donation does not go directly to Stand Up To Cancer.

What is the Stand Up To Cancer Federal Tax ID number?

Stand Up To Cancer is a division of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization. The EIF Federal Tax ID number is 95-1644609.

Are donations made on Tiltify tax deductible?

Yes, your donation is tax deductible to the fullest extent of the law, and you will be emailed a receipt for U.S. tax purposes by Stand Up To Cancer within 4-6 weeks of your initial donation.

What will appear on my credit card statement?

Donations made through Paypal will appear as *STANDUPCANC* on your credit card statement; donations made through Stripe will appear as *STANDUPTOCANC* or *STAND UP TO CANCER* on your credit card statement; and donations made through Amazon Pay will appear as *AMZ*SU2C* on your credit card statement.

Can I get a refund for my donation made on Tiltify?

Donations made through Tiltify are unfortunately not refundable.

I have a question about my donation, who do I contact?

For donation related questions, please contact su2c@info.com Or gaming@su2c.org