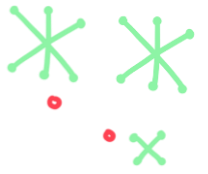




# 2021 #Thankmas Fundraising Toolkit

# OVERVIEW

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## About #Thankmas

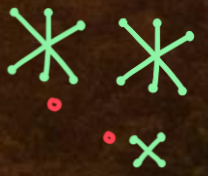
#Thankmas is an annual multi-platform digital fundraising event that takes place during the holiday season. Created by Sean “Jacksepticeye” McLoughlin and Real Good Touring Group, the event brings together content creators, influencers, and celebrities across a range of platforms including TikTok, Instagram, YouTube, Twitch, Twitter, and Facebook. Throughout the two-week campaign in December, participants will harness the collective power of their online communities to raise millions of dollars for charity. Jacksepticeye will anchor the effort by hosting a 6+ hour livestream on December 11<sup>th</sup> with exclusive content, audience interaction, and fun collaborations with his network of creators and celebrities.

## About New Story

This year, #Thankmas is teaming up with New Story to help end global homelessness. The goal is to raise \$10M to provide new homes for 1,000 families. There are 1.6 billion people who lack adequate housing across the world. Unfortunately, traditional methods of building will never catch up to the demand. New Story is a Y Combinator backed nonprofit that was founded because innovation was absent in the area of the world that needed it most. They source new solutions, like 3-D printing, to help teams everywhere build better, faster, and more cost-effective homes. To date, they have built more than 2,300 homes across Haiti, El Salvador, Bolivia and Mexico for families living on less than \$10 a day. They started their efforts in Latin America because those countries allowed them to experiment and prove building solutions that can be tested and implemented throughout the world.

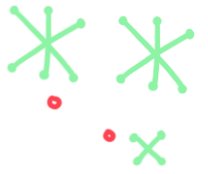








# YOUR IMPACT



## Meet Patricia Ann,

a self-made businesswoman who transformed her new home into a sustainable store and a community hub.



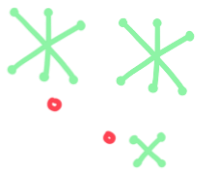
From the beginning of our building process in La Herradura, Patricia Ann made it clear she intended to be involved in the process. As we began building, without being asked, Patricia Ann quickly stepped into the role of cooking for the construction crew. It didn't take long for our team to realize the incredible value she was providing, and our contractor began paying her weekly to cook for everyone on-site.

As she cooked, she saved money and watched her new home unfold before her eyes. Using her saved money from this new business, she kept moving her dream forward by opening a small store next to her new home and transforming the tin metal shack she lived in before into a storage space. She quickly gained traction as the community's favorite store owner, which empowered her to use this new consistent form of income to continue investing in her home and business by building a new, beautiful kitchen with blue ceramic tiles.

Her new kitchen is one of many ways Patricia Ann continues to innovate her way toward creating a reliable source of income and belonging. To this day, our visits are welcomed with coffee, food, and pride from Patricia Ann's kitchen.



# YOUR IMPACT



## HOW EVERY DONATION MAKES A DIFFERENCE

Let your supporters know how donations to your #Thankmas fundraiser help New Story fight global homelessness.

**\$1**

\$1 provides one **building block** for a family's new home

**\$5**

\$5 provides the **door knob** for a family's new home

**\$20**

\$20 provides a **shower** in a family's new home

**\$50**

\$50 provides a **toilet** in a family's new home

**\$75**

\$75 provides a **window** in a family's new home

**\$100**

\$100 provides the **front door** to a family's new home

**\$250**

\$250 provides a **wall** in a family's new home

**\$800**

\$800 supplies **clean water** to a family's new home

**\$1,500**

\$1,500 provides the **roof** for a family's new home

**\$2,000**

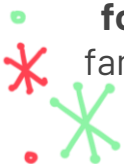
\$2,000 provides the **foundation** for a family's new home

**\$10,000**

\$10,000 provides an **entire home** for a family

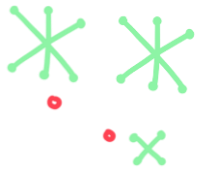
**\$1,000,000**

\$1,000,000 builds an **entire community**



*\*Please keep this information nearby when calling out money buys to preserve accuracy of impact\**





# FUNDRAISING INCENTIVES

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## Unlock Incredible Incentives

When you fundraise for #Thankmas, you will receive the following incentives based upon your fundraising performance.

### Fundraiser Incentives



Raise **\$25,000** or more and you will receive curated digital content every quarter that follows a family you have helped.



Raise **\$100,000** or more and your name will be signed on the foundation of a family's new home.



Raise **\$500,000** or more and your name will be displayed on a plaque in a new community.



Raise **\$1M** or more and you will have the opportunity to name a street or building in a new community.



Raise **\$5M** or more and you will have the opportunity to name an entire community.

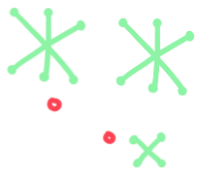
### Top 5 Fundraisers

The top 5 fundraisers for #Thankmas will be invited to an **exclusive vision trip** to visit one of the new communities in Latin America. You will have the opportunity to see the work being done and visit with the families you have helped.

*Flight, accommodations, meals, and ground transportation will be provided.*



# SOCIAL ASSETS



## Sample Social Copy

I am joining creators from around the world to fundraise for **#Thankmas** and **@newstorycharity**. Please donate to help build homes for families without shelter. [[link to your Tiltify page](#)]

You can put the happy in a family's holidays by providing safe shelter for those who need it most. Donate today to support my **#Thankmas** fundraiser for **@newstorycharity** to help end global homelessness. [[link to your Tiltify page](#)]

📺 'Tis the season for making an impact. Give the gift of home this season by supporting my **#Thankmas** fundraiser. 100% of funds raised go directly to **@newstorycharity** to help build homes for families without one. [[link to your Tiltify page](#)]

More than 1 billion people lack safe shelter this holiday season. That's why I'm joining **#Thankmas** and raising funds for **@newstorycharity**. [[link to your Tiltify page](#)]

Today I am asking my community to help me build a community of homes for families without one this holiday season. Donate today to support my **#Thankmas** fundraiser for **@newstorycharity**. [[link to your Tiltify page](#)]

## Social Handles



@newstorycharity



youtube.com/channel/UCwcfcvCGwnBxzNMBo137Q4Ng



@newstorycharity



<https://discord.com/invite/MfQ5FZVbmY>



/newstorycharity



@newstorycharity

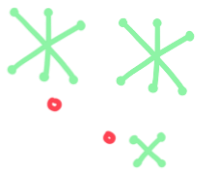
New Story and Thankmas logo assets can be found [here](#)





# VIDEO ASSETS

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## **Make Your Own Rules**

[https://www.youtube.com/watch?v=cGZnuz09\\_Fk](https://www.youtube.com/watch?v=cGZnuz09_Fk)



## **Keep Dreaming**

<https://www.youtube.com/watch?v=c0kNsrrZ9LI>



# CAMPAIGN SET UP



## #Thankmas 2021 Sign-Up Instructions

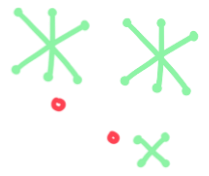
[https://youtu.be/O7FG\\_5X0oF0](https://youtu.be/O7FG_5X0oF0)



## Tiltify Fundraising Tools

[https://youtu.be/E2QuAON\\_vG0](https://youtu.be/E2QuAON_vG0)





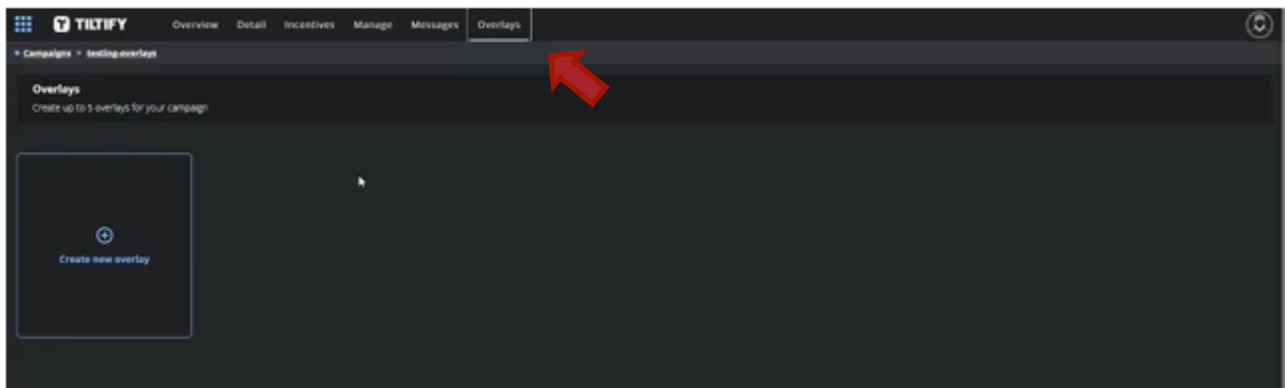
# OVERLAY INSTRUCTIONS

## A custom #Thankmas overlay is available!

Download and utilize the official #Thankmas overlay directly from the Tiltify dashboard! After you create your campaign, head to the top right of the navigation section of your Campaign Dashboard and click the Overlay Tab!

From the dropdown, select the "Thankmas" overlay. This overlay is custom-made for the event, with animations and images specific to Thankmas!

You can edit your overlay widgets to display donation alerts, rewards, polls and more. Take a look at the quick start guide for overlays [here](#)!



## Add a #Thankmas overlay to your livestream

Once you have it to your liking, you will want to use a browser/webpage capture.

Getting it ready to go is as simple as the click of a button!

- You can rename your overlay if you have made any edits to it.
- If you make any changes to the overlay, you should click "save changes" to save the. This will reflect on the live overlay when updated.
- If you want to run a test while editing, click the "test donation" button. Make sure those changes are as awesome as you want them to be!
- When you're satisfied and it's saved, click the "copy overlay url" and, using your favorite streaming software, put the overlay as a browser source.

• Need help? Check out the Tiltify [helpdesk](#)!

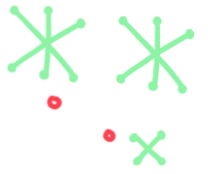








# TIKTOK BEST PRACTICES



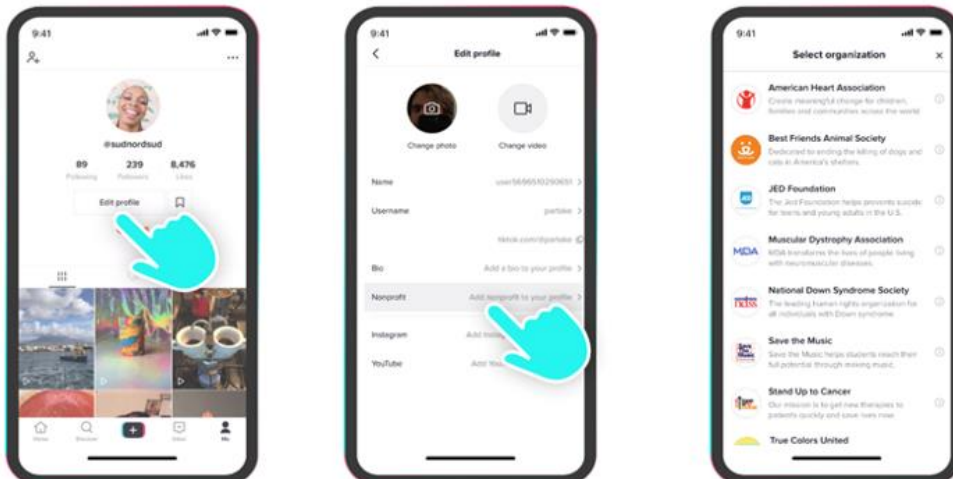
You can now support Thankmas on TikTok!

## Step 1: Add the Thankmas donation sticker to your TikTok Content



- Create / Post / Go LIVE and add the Thankmas(New Story Charity) donation sticker
- Use charity talking points and Impact points to show how every dollar matters
- Place the sticker on the video
- Add your caption with the hashtags **#Thankmas** and **#GivingSZN**

## Step 2: Add a donation link to your TikTok profile



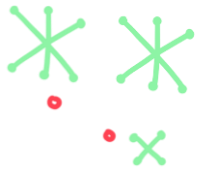
- Go to your profile page
- Select "Edit Profile"
- Select Thankmas(New Story Charity) as your favorite non-profit







# YOUTUBE BEST PRACTICES



## Pre-Event

- Make sure your YouTube channel has live access
- Create your livestream 24-48 hours in advance to alert subscribers of the event
- Insert a clickable donation link at the top of the livestream description
  - Ex. DONATE HERE-(Link URL)
- Social Promotion
  - Include a clickable donation link in all social promotion and press releases
- Test Stream
  - Conduct a test stream to ensure overlay sizing is correct

## Event Day

- Turn off the super chat feature
  - Contributions to super chat will not go to your Tiltify campaign
- Pin the donate flow URL to the top of the chat
  - Include a call to action- "Donate Now (Donate Link)"
- Begin the livestream 30 minutes to an hour before appearing on camera
- Chat Moderation
  - Use trusted moderators during a livestream event
  - Moderators can help identify large and smaller donors throughout the stream
- Build call to actions to donate into your stream programming
  - Recommended every 10-15 minutes
  - Remind viewers why they should donate
  - Use charity talking points and Impact points to show how every dollar matters
  - Let viewers know where they can donate
- Donor Recognition
  - Thank donors on a regular basis during the stream
  - Make sure to recognize both large and small donors

## Post Event

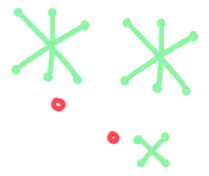
- Close out the stream reminding viewers they can still donate
  - The campaign can still take donations after the livestream event
  - The campaign will auto-retire after 60 days of inactivity
  - Post the final fundraising numbers on social with the donation link
- Add end card to livestream VOD
  - Link back to donation page
  - [How to add end cards to YouTube VOD's](#)







# TWITCH BEST PRACTICES



## Pre-Event

- Add the Tiltify donation extension to your Twitch channel
  - This feature is free to download
  - It gives donors a one-click option to donate during the live stream
  - Make sure to connect your campaign to the extension before the live stream event
- Set up a chatbot to populate a command prompt in the chat with the donation link
- Social Promotion
  - Include a clickable donation link in all social promotion and press releases
- Test Stream
  - Conduct a test stream to ensure overlay sizing is correct

## 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 points and use Impact points to show how every dollar matters
- Begin the stream 30 minutes to an hour before appearing on camera
- Chat Moderation
  - Use trusted moderators during a live stream 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

## Post Event

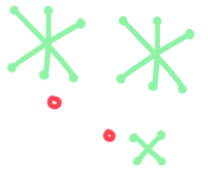
- Close out the stream reminding viewers that they can still donate
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# MORE ABOUT NEW STORY

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## **New Story is a nonprofit building homes in the developing world**

Investing heavily in R&D, New Story believes in bringing groundbreaking technologies to families who need them most. From a human-centered design curriculum to 3D printing to micro-mortgage loans, each innovative solution is shared with other teams tackling homelessness so more families can access safe housing.

## **100% Promise**

Thanks to a group of private donors, New Story covers all operating expenses. 100% of public donations go entirely to building homes for those who need them most.

## **Impact Numbers**

New Story has funded 2,300+ homes and impacted 12,000+ individuals in Mexico, Haiti, Bolivia, and El Salvador.

They are working toward housing 1M people by 2030. (You are helping them get there!)

## **Innovations**

**3D printing:** New Story is widely known for teaming up with ICON to build the world's first community of 3D printed homes in Mexico. While impressive, 3D printed homes account for less than 5% of the total homes built.

**Lean Participatory Design:** They host an inclusive design workshop with every community before they build a single home. They listen to families and allow their feedback to shape a human-centered community.

**Micro-mortgage Model:** Families make long-term payments for nearly half the cost of their home. These payments allow unbanked families to build a credit history and homeownership.

Visit **[newstorycharity.org](https://newstorycharity.org)** to learn more.

