



Tiltify & NDSS Toolkit

Thank you for your interest in fundraising on behalf of The National Down Syndrome Society, the leading human rights organization for all individuals with Down syndrome. By using Tiltify, you are joining an expansive network of supporters of the Down syndrome community with gamers and streamers around the world. Whether you love video gaming or hosting dance parties, Tiltify makes it easy to support our work while you live stream what you love. Through Tiltify, users can easily connect their live streams to their social media platforms to accept donations, keep donors engaged, and explain why supporting NDSS is important to them. Use this guide to help set up your page, build your donor audience and more!

We hope you'll enjoy creating engaging and exciting live stream fundraisers on our behalf. Follow this guide to learn how to set up your Tiltify account and make your live streams successful!



I. Setting Up

Follow These Steps to Create Your Fundraiser

Whether you're new to Tiltify or already have an account, you can follow these steps to set up a fundraiser for NDSS:

1. [Create](#) a Tiltify account, or [sign into](#) your existing one.
2. Click on "Create a New Campaign".
3. Search for the [National Down Syndrome Society](#) as the organization you wish to support. You can choose to support a fundraiser that is already happening, or to create a new one on our behalf.
4. You can sign up as an individual campaign or register to support a team. See below for details on what campaign type is right for you.
5. Publish your fundraiser.
6. Once your campaign is published, you'll see your campaign dashboard. Here you can find links to publicize your campaign, as well as the link for people to donate.
7. Connect your social media accounts and stream your event on websites like Twitch, TikTok, Facebook, YouTube or Mixer. If you're fundraising via Twitch, consider [adding the Tiltify Donations extension](#) to your Twitch channel to direct your fundraising efforts there and make donating simple.
8. Spread the word and share your campaign with your followers on social media to raise funds for NDSS! You can use our fundraising best practices below to help get you started.

Sign-In or Create Your Account

- ➔ If you have an existing Tiltify account, log in and go straight to "Choosing the National Down Syndrome Society."
- ➔ If you are new to Tiltify, follow the steps below to create your account.

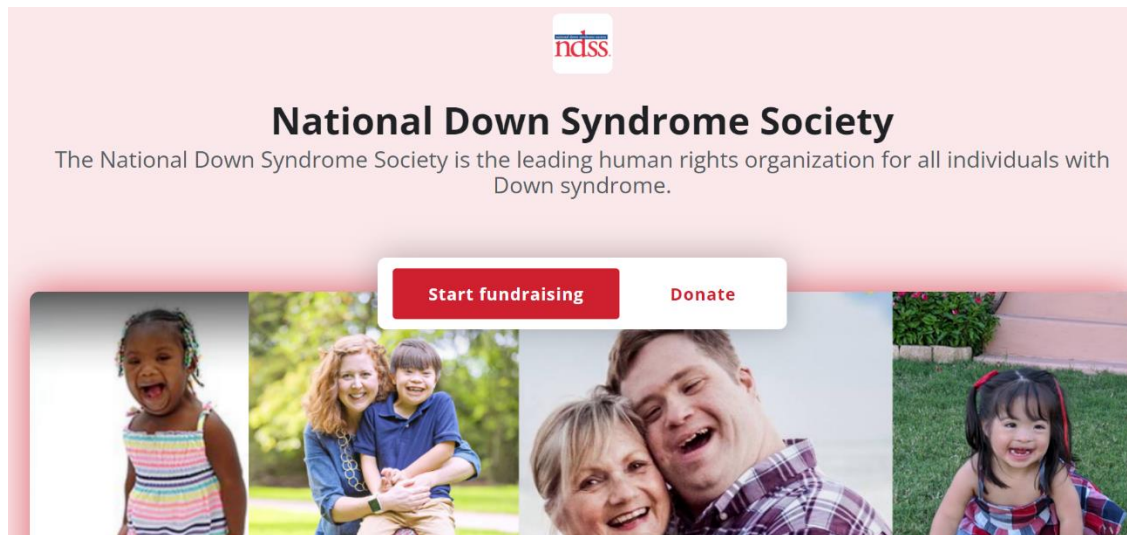
Creating Your Tiltify Account

Start by going to https://tiltify.com/users/sign_up, then fill out the required information. It will then ask you to verify your account via your email address.

Tip: You can login with existing social accounts on Facebook, Twitter, Twitch or Mixer to create an account.

Selecting NDSS

To support NDSS on Tiltify, start by going to <https://tiltify.com/national-down-syndrome-society> and select “Start Fundraising” and then select one of our active events or create your own.



Creating Your NDSS Fundraising Campaign

Choose Your Campaign Type

Whether you want to join an existing NDSS Tiltify fundraiser or create your own, you will need to select a campaign type from one of these options:

- ➔ **Individual** – Fundraise for NDSS on your own by creating your own fundraising campaign for people to donate to directly.
- ➔ **Team** – Create a new team and invite your friends to join your campaign.
- ➔ **Support** – Join an existing team and support their fundraising efforts for NDSS.

Leveraging Your Social Media Accounts

Social media is hugely helpful when fundraising through Tiltify. You can connect your fundraiser to your various social media platforms. Under Profile Settings you will see a list of social networks Tiltify is connected with - including TikTok, Twitch, YouTube, Mixer, Facebook and Twitter. There is also a website URL section for those that have personal websites they would like to link to. To fill in each section, click on it, fill in the required information and then click save.

Be sure to share your fundraisers through all your social media channels to maximize your fundraiser’s exposure!

II. Representing NDSS

Who We Are

As a fundraiser for NDSS, we want to make sure your donors know who we are and what their money will be supporting. Below are helpful pieces of information about what we do for our community:

About NDSS

The National Down Syndrome Society (NDSS) is the leading human rights organization for all individuals with Down syndrome. NDSS envisions a world in which all people with Down syndrome have the opportunity to enhance their quality of life, realize their life aspirations and become valued members of welcoming communities. Founded in 1979, NDSS supports and advocates for the Down syndrome community by focusing on three key areas of programming: Resources & Support, Policy & Advocacy and Community Engagement. Within these focus areas NDSS engages in various activities, events and programs such as the National Advocacy & Policy Center, which seeks to create systemic change through engaged advocacy; the National Buddy Walk® Program, which honors and celebrates individuals with Down syndrome in local communities across the world, and other initiatives that provide support, informational resources and community engagement opportunities for individuals with Down syndrome and those who support them. Visit www.ndss.org for more information.

NDSS Vision

The National Down Syndrome Society (NDSS) envisions a world in which all people with Down syndrome have the opportunity to enhance their quality of life, realize their life aspirations and become valued members of welcoming communities.

NDSS Programs

Founded in 1979, the National Down Syndrome Society (NDSS) supports and advocates for the Down syndrome community by focusing on three key areas of programming: Resources & Support, Policy & Advocacy and Community Engagement. Within these focus areas NDSS engages in various activities, events and programs on topics that are critical to our community, such as federal and state advocacy and public policy, health and wellness, education and employment. NDSS creates resources to support individuals with Down syndrome, their families and caregivers across the lifespan and hosts awareness and engagement events throughout the country including the National Buddy Walk® Program, the Times Square Video presentation and New York City Buddy Walk®, Racing for 3.21 on World Down Syndrome Day, Run for 3.21, DC Golf Outing, the annual NDSS Gala & Auction and others.

Resources & Support

NDSS is committed to providing individuals with Down syndrome, their families, caregivers and the public with comprehensive information across the lifespan, from birth to end of life. Through events, webinars, videos, publications and our website, NDSS provides free resources on a variety of topics including information for new and expectant parents, health and wellness, education and employment. Through our helpline and info email, NDSS answers thousands of requests for support each year. Our staff responds to questions and connects parents, professionals, self-advocates and others with referrals, including to our network of more than 300 local Down syndrome organizations.

Advocacy & Policy

The NDSS Advocacy & Public Policy Program champions federal, state and local policies that positively impact all people with Down syndrome across the country. Through our grassroots advocacy programs, NDSS works with Congress and federal agencies, as well as state and local officials, to develop and improve laws, regulations and policies for the benefit of the Down syndrome community. NDSS also empowers self-advocates, parents and others to influence policy themselves. The NDSS legislative agenda spans the life experience of individuals with Down syndrome from birth to adulthood, centered on five important areas: healthcare and research, education, economic self-sufficiency, community integration and employment.

Community Engagement

The Down syndrome community is the heart of NDSS. Our community engagement events and activities celebrate our loved ones with Down syndrome, raise awareness and acceptance among the general public and connect individuals and families within the community. Through our scholarships, grants and awards program, NDSS supports individuals with Down syndrome in pursuing their dreams. Started in 1995, the National Buddy Walk® Program promotes acceptance and inclusion of people with Down syndrome and raises funds for local and national organizations that support the community. Additionally, NDSS hosts awareness and engagement events throughout the country including our Times Square Video presentation and New York City Buddy Walk®, Racing for 3.21 on World Down Syndrome Day, Run for 3.21, DC Golf Outing, annual NDSS Gala & Auction and more.

NDSS Core Values



Service

People with Down syndrome and their families are at the heart of everything we do. Each and every day, we strive to serve and support our community, to address their needs and to put them at the center of every decision we make.

Integrity

We are committed to the highest level of transparency, responsibility and stewardship of our supporters' funds and of our community's trust. We make our financial records available to the public, we report back to our supporters on their impact and we strive to always make ethical choices in the best interest of our community.

Collaboration

By collaborating with others, we can better support the entire Down syndrome community. Whether working internally as a team or with other organizations, we seek new ways to amplify and enhance our collective service to the community, we are open to new ideas and viewpoints and we invite collaboration in all we do.

Belonging

We believe that everyone belongs in our NDSS family. We foster a sense of openness and acceptance in all that we do, we embrace diversity among our staff, volunteers and supporters and we strive to ensure all individuals with Down syndrome and their families find a home with NDSS.

We hope you feel excited and energized to fundraise on our behalf – and on behalf of individuals with Down syndrome around the world!



III. Best Practices for Live Stream Fundraising

Make sure your fundraiser is the best it can be! Follow these tips for fundraising success:

- Before you go live, make sure you've promoted your campaign across your social media platforms. Let your social networks know the date and time of your event so they can join in when it's time.
- Introduce yourself and NDSS at the top of your live stream. Be prepared to explain why you've chosen to fundraise for us and your connection to the Down syndrome community.
- Repeat your message throughout your event – many people may jump on at various points throughout the live stream!
- Have a friend or family member watching your live stream so they can quickly let you know if there are connectivity, audio, or video issues.
- Engage your viewers while they are watching live- especially to thank them in real time as donations come through!
- Time your live stream well. According to Twitch statistics, 4 PM EST is the peak viewing time on their platform. If you are a veteran streamer, make sure to time your video around the times you know your community will join in.
- Utilize a “Call to Action.” Throughout the video and at the end, repeat a “Call to Action” to get your viewers to donate and share your live stream across their platforms.
- Don't use pre-recorded content. Facebook and other platforms can punish you for not using original live content.
- Incentivize your viewers. Tiltify has a variety of tools for creating rewards, challenges, and more to incentivize your audience.
- Make sure to get signed consent. If you are live streaming inside of someone's home or private property, make sure you obtain their written permission.
- Make sure your stream is family friendly and appropriate for viewers of all ages.