



Thanks for joining Starlight to deliver happiness to seriously ill kids! Your participation in Stream For Starlight will help us deliver state-of-the-art video games and virtual reality to children at more than 800 children's hospitals across the United States.

- @StarlightUS
- Optimization @StarlightChildrensFoundation
- youtube.com/c/StarlightChildrensFoundation
- bit.ly/StarlightDiscord
 - tiltify.com/starlight-childrens-foundation/stream-for-starlight

It's easy to get involved and bring gaming to seriously ill kids.



How to Get Involved

*

Level 1: Stream a game

- Sign up on Tiltify and start a new campaign, adding in all your details, like campaign date and goal. (tiltify.com/starlight-childrensfoundation/stream-for-starlight)
- 2. Choose your favorite game with ESRB rating "Teen" or below and start streaming! You can stream from several platforms, such as Twitch, YouTube, Mixer, and Facebook.
- 3. Rally your community to support seriously ill kids and HAVE FUN!

**

Level 2: Host a game night

- Sign up on Tiltify and start a new campaign, adding in all your details, like campaign date and goal. (<u>tiltify.com/starlight-childrens-</u><u>foundation/stream-for-starlight</u>)
- 2. Invite friends or visit your nearest gaming cafe and play your favorite games together.
- 3. Ask friends to pitch in to your fundraiser – you could do this based on game milestones, as a cash-in to play, or you could even hold a tournament for charity!



Level 3: Donate to Starlight

- 1. Don't want to set up a campaign, but still participate?
- 2. Donate at <u>donate.starlight.org/</u> <u>give/244899/#!/donation/</u> <u>checkout</u>. Just \$10 delivers happiness to 10 kids.

And remember to check out our great prizes, which will be updated on our Tiltify page.

- NOTE: Sign up for our Discord to stay in the know.

starlight

1 /

Why Starlight?

Handy facts to share with your community:

- 1. Every 30 seconds a child is diagnosed with a serious illness or injury. These kids are scared, in pain, lonely, and in a different environment. Starlight delivers world-class programs to kids during a time when they need it most.
- 2. Starlight Fun Centers roll bedside to kids in the hospital and are pre-loaded with all the best video games as well as streaming services.
- 3. Starlight VR uses state-of-the-art technology designed specially for hospitalized kids.
- 4. In the past 25+ years, Starlight has brought Fun Centers to more than 11 million hospitalized kids.
- 5. September is Childhood Cancer Awareness month and we're trying to raise \$50,000 to bring gaming to 50,000 more hospitalized kids.



Positive Impact of Gaming

According to the American Academy of Pediatrics, school-aged children and adolescents seek play that contributes to feelings of mastery and achievement. But hospitalized kids don't typically have access to that kind of play.

That's where Starlight comes in.

My daughter and I really appreciate the Starlight Gaming program because she was able to focus more on having fun rather than having brain surgery, –Starlight mom, Connie.

The emotional benefits of gaming include improved moods, reduced anxiety, and is an effective distraction method.

Many children are hungry, thirsty, and in desperate need of distraction while waiting for their procedure. Starlight Gaming has been a great aid in helping patients cope with hospitalization, and the staff was so excited for something new and exciting!

-Lexi Little, Certified Child Life Specialist at CHRISTUS Shreveport-Bossier Health System

Starlight Gaming provides fun for the whole family. When siblings visit the hospital, they often don't have much to do and have to wait for hours at a time. The patient, their siblings, and their parents can enjoy a fun game together!

Stream For Starlight and deliver happiness to seriously ill kids – one game at a time!





You can start raising money for Starlight in less than 5 minutes with a Tiltify account. Visit <u>tiltify.com/starlight-childrens-foundation/stream-for-starlight</u> to sign up for an account and <u>see this quick start guide</u> for step-by-step instructions on how to set up your first campaign.

Tiltify is a crowdfunding platform that allows users to build campaign pages where it's easy to create rewards, take donations, explain your streaming schedule and goals, and share with your friends.

- 1. Visit <u>tiltify.com/starlight-childrens-foundation/stream-for-starlight</u> and click "Create new campaign." Fill in the basic details for your campaign, such as date and goal.
- 2. Personalize your dashboard.
- 3. Use the different features such as Milestones and Incentives to offer special moments, awards, polls, and challenges to drive donations.
- 4. Set a schedule.
- 5. Start streaming!

Don't forget to download and use your #StreamForStarlight overlay on your stream!



Unlock Cool Prizes

-

1

Incentivize viewers to donate with fun ideas like these:

- 1. If you raise \$50, you'll dance on camera.
- 2. If you raise \$100, you'll eat anchovy pizza.
- 3. If you raise \$500, you'll dye your hair purple.

1 Fundraise and win:

- 1. Raise \$100 and receive a limited edition Stream For Starlight t-shirt!
- 2. The Top 3 fundraisers will win special prizes from Starlight and our partners.

Help us raise \$50,000 to deliver happiness to 50,000 hospitalized kids – GET STARTED TODAY!



Get the Word Out!

The key to crowdfunding success is to rally your community to support your campaign and the easiest way to start is social media.

- We would love for you to share your stream, donations, and your overall experience with Stream For Starlight on your social media.
- Tag us in your posts about Stream For Starlight! We love seeing what all of our amazing streamers are doing for our foundation.



@StarlightUS

facebook.com/StarlightChildrensFoundation

@StarlightChildrensFoundation

- Follow our channels to stay up-to-date on all things Stream For Starlight and other Starlight-related news. Feel free to share any of our posts to help spread the word about how Starlight delivers happiness to seriously ill kids.
- Use the hashtag "#StreamForStarlight" in your Stream For Starlight posts.
- When posting content to your own social media about Starlight, please only use the approved photos of Starlight kids included with your "Player Manual."
- Refer to the foundation as "Starlight Children's Foundation" or "Starlight." Please refrain from calling it "Starlight Foundation."



Suggested Social Media Copy

- \$10 delivers happiness to 10 seriously ill kids. Join me in delivering happiness by donating to my #StreamForStarlight >> LINK TO TILTIFY
- When we play, seriously ill kids win. Deliver happiness to seriously ill kids today by donating to my #StreamForStarlight >> LINK TO TILTIFY
- From gaming centers to virtual reality, Starlight's programs bring happiness to seriously ill kids across the US. Join me in making a difference by donating to my #StreamForStarlight now. >> LINK TO TILTIFY
- Watch me #StreamForStarlight at TIME. Help me raise X and together with Starlight we can deliver happiness to seriously ill kids. >> LINK TO TILTIFY

If you have a Discord server, don't forget to post out to your followers on there!





Who can set up a campaign?

Anyone over the age of 13.

Do I have to stream?

Nope, we would love for you to participate even if you don't want to stream! You can still set up a campaign and play games to rally your family and friends to raise funds to support seriously ill children.

Do I have to play games?

You can stream anything – from a cooking lesson to an AMA – to fundraise for seriously ill children! You would get started by creating a Tiltify account, starting a new campaign and choosing Starlight Children's Foundation as your charity.

How do I stream?

There are several live streaming services to choose from, such as YouTube, Twitch, Facebook, and Mixer. You can find helpful starter guides out there for each of these services – here are a couple to check out:

Twitch's starter guide

Facebook Live starter guide

What games can I stream?

You can stream any game with an ESRB rating of "Teen" or lower. Note that streaming content deemed objectionable will be cause for your account to be removed from the program.

What can I do during my stream?

We encourage you to be creative and have fun! Offering quirky incentives and prizes to your community is a great way to get them engaged.

That said, there are a few rules:

- No profane, sexually explicit, bigoted or violent language or visuals
- · No streaming while intoxicated
- No illegal drugs or paraphernalia

Note that streaming content deemed objectionable will be cause for your account to be removed from the program.

How can people donate?

Supporters can donate directly through your fundraising page using the donate button, which is available as soon as you publish your campaign.

If you receive donations by check, please mail them to:

Starlight Children's Foundation 400 Corporate Pointe, Suite 590 Culver City, CA 90230

Note that if you receive cash, you should convert that to a check or money order before you mail it to us and that, per law, we will tax receipt the person who wrote the check.

Who gets the money?

All funds go directly to Starlight Children's Foundation.

Do teams share prizes?

No, prizes are earned on an individual basis.

Are donations to Starlight Children's Foundation tax-deductible?

Donations are tax-deductible to the extent allowed by law. Each donation will be receipted with the information needed for your taxes. Please consult your tax advisor with any questions.

How do I contact you with additional questions?

Email us at any time at stream@starlight.org or engage with us on Twitter at @StarlightUS.

