



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

Thank you for joining the #SU2CStreamTeam 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 live stream 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)

Link to kit: <https://thesocialpresskit.com/streamlabs>

Below is the list of assets and tools available in the Streamlabs “Charity Assets” toolkit. These can be used in-stream and to help brand your Twitch channel for this initiative. Assets are optional but we’d love you to consider them to help you with messaging.

Graphics Package

- o SU2C Logo (to use in-stream)
- o SU2C Donation Button
- o Main Banner Graphic

Streamlabs Fundraising Tools

- o **Suggested Night Bot Commands** - optional but please consider them to help with moderating your stream
- p **Built in Streamlabs Goal Bar** - <https://howto.streamlabs.com/streamlabs-in-general-21/donation-goal-setup-56>

Social Press Kit

- o This section of the Fundraising Toolkit includes suggested post copy and optional graphics to help promote your fundraising stream.
- o 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

- o Please feel free to share our SU2C merchandise <https://www.shopsu2c.org/>

Thanks again for joining the #SU2CStreamTeam initiative; 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

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 to find ways to get involved.

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

Thank you for choosing to support Stand Up To Cancer's collaborative cancer research programs by joining the #SU2CStreamTeam. Below are frequently asked questions for you to inform your audience as needed.

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 programs by hosting a fundraising stream on one of your favorite platforms (e.g., Twitch, YouTube, Facebook Live). This can be done through Streamlabs, which provides fundraising and donation tools. You can also choose to use the built-in fundraising tools offered directly by the platform (e.g., YouTube's Live Chat Donation, Facebook's donate button).

How do I get started?

To get started on Streamlabs, visit [Streamlabs](#) and click the "Charity" button on your dashboard. Streamlabs can connect with your Twitch, Youtube, or Facebook Live. If you haven't previously



registered with Streamlabs, please follow the prompts to get signed up and begin fundraising. You can choose to join in on our #SU2CStreamTeam event on the charity block dashboard.

What is Streamlabs?

Streamlabs provides a platform that allows its users to collect donations from their fans. The Streamlabs service works with popular platforms, such as Twitch, YouTube, and Facebook Live. Once registered on the platform, you can begin raising money to support Stand Up To Cancer through your Twitch, YouTube, or Facebook Live!

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

We encourage our supporters to fundraise through platforms like Streamlabs that provide easy-to-use tools. SU2C is set up to directly receive funds raised by your stream on any of your preferred streaming sites that connect to Streamlabs (e.g., Twitch, YouTube, or Facebook Live). You may also use the built-in fundraising tools provided on the channel itself (i.e., Youtube Superchat, 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 mission to fund innovative research to bring new cancer treatments to patients faster and save lives now. 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 lotteries, gambling, raffles, or drawings as part of their fundraising activities. Additionally, please refrain from smoking, vaping, and using illegal substances.

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

When you choose to donate through Streamlabs, your screen name, email address, and donation amount is shared with Stand Up To Cancer.

I am registered with Streamlabs and have a question about the platform, who do I

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

DONATIONS

How much of the money raised through my stream connected to Streamlabs goes towards Stand Up To Cancer's collaborative cancer research programs?

100% of the donations Stand Up To Cancer receives from Streamlabs fundraisers support its collaborative cancer research programs. When a donation is made, a minimal transaction fee of 2.9% + \$0.30 per transaction may be taken by the donation processor.

Can checks be applied to my Streamlabs fundraiser total?

Yes! Please make checks payable to Stand Up To Cancer and send it to the following address along with a note stating the name of your live stream fundraiser on Streamlabs. 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 Streamlabs tax deductible?

Yes, your donation is tax-deductible to the fullest extent of the law, and you will be emailed a tax receipt summarizing your annual giving during the first quarter of each year.

What will appear on my credit card statement?

Donations made through Paypal will appear as *STANDUPCANC* on your credit card statement.

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

Donations made through Streamlabs are unfortunately not refundable.

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

For donation related questions made on Streamlabs, please contact gaming@su2c.org

