



DonorDrive®



## 2021 **FUNDRAISING GUIDE**

How to use the DonorDrive fundraising platform and  
become a successful Stack Up ambassador

**Veterans are our mission.  
Gaming is our passion.**



Founded in 2015 by a combat veteran who personally experienced the positive impact gaming can have — emotionally and psychologically — on veterans, Stack Up is the only charity directly supporting the military and bringing together veterans and civilian supporters through the shared love of video gaming. Stack Up programs provide support and gaming benefits to U.S., NATO, Australian, and New Zealand veterans.

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## **Our Vision**

To eliminate extreme symptoms of trauma, stress, and isolation in military service members past and present.

## **Our Mission**

To fight the effects of depression, combat injuries, and post-traumatic stress by bringing veterans and civilians together through the "shared language" of gaming.

**LEARN MORE AT [STACKUP.ORG](http://STACKUP.ORG)**



## What is Call To Arms?

Call To Arms is Stack Up's year-long donation drive that directly supports our mission of using the awesome power of gaming to support US and allied veterans and active duty service members around the world! Learn more about how YOU help the troops through Call To Arms by watching the video!

[LEARN MORE](#)



\$112,751 Raised

Goal \$200,000

## The DonorDrive Fundraising Platform

DonorDrive is Stack Up's online fundraising platform of choice. A live fundraising page on our DonorDrive is simple to set up and customize as you see fit. We believe in empowering our participants to support our mission whilst enjoying the community and content in their own channels!

## About Call to Arms

Call To Arms is Stack Up's year-long donation focus that fuels our mission of using the awesome power of video games to support US and allied veterans, as well as active duty service members around the world! The majority of our fundraising is driven by content creators who want to make a difference in the lives of those who serve their country.

A hand in a white glove is ringing a silver service bell. Another hand is holding the base of the bell. The background is a solid red color.

Want a more personalized  
experience with Stack Up?

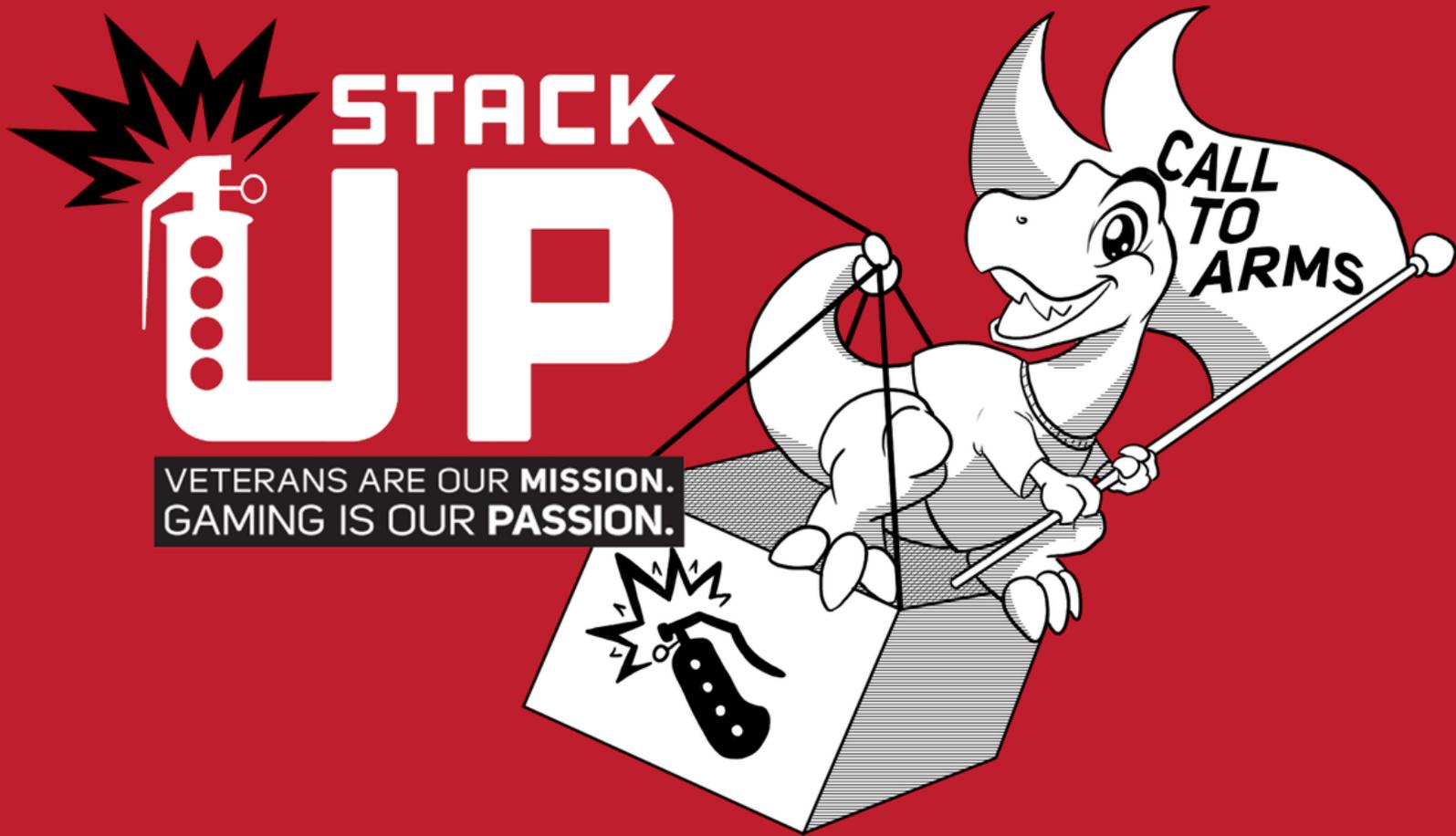
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## Ambassador Concierge Service

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Our Influencer Relations Staff are here to help coordinate your fundraiser! Whatever method you choose - from charity stream to bake sale - our staff will walk side by side with you to assist in making your vision a reality!

Send an email to [CONTACT@STACKUP.ORG](mailto:CONTACT@STACKUP.ORG), and ask  
about our Ambassador Concierge Service today!



## Setting Up Your Fundraising Page

- Registration
- Customization
- Resources
- Email Functionality
- Tips for Success



STEP 1

# Registration



Navigate to  
stackup.donordrive.com,  
and sign up using the  
"Register" button.

## Get Started



Been here before?

Login to your account to prefill the fields below with your information.

Name\*

First Name

Last Name

Email Address\*

Create Password\*

.....

Show



CONTINUE TO NEXT STEP

[Cancel](#)

Fill out your login information, then "Continue to Next Step."

STACKUP.DONORDRIVE.COM



## STEP 1

# Registration

Choose your registration role: Individual (for yourself only), Join a Team (to join a pre-existing team), or Create a Team (if you'll have friends joining you).

## Registration Type

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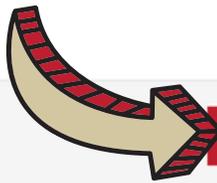
Participant Type \* **Fundraiser**

Sign up for your own Call To Arms fundraising stream right here!

Role \* **Individual**

Join a Team

Create a Team



**CONTINUE TO NEXT STEP**

[Cancel](#)

After continuing, you'll set your fundraising goal, and be given the opportunity to donate towards that goal, if you wish.

## Registration Details

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Your Fundraising Goal \* \$

- Make a Donation \*  Yes! I'd like to make a donation toward my fundraising goal.
- No thanks.



## STEP 1

# Registration

Fill out the information below to complete your registration. Your personal information is kept private, and used for rewards.

### Address Information

Street \*

Apt/Suite/Other

City \*

State/Province \*

Zip/Postal Code \*

Country \*

Phone \*

Mobile Phone (Optional)

Sign up for text alerts?

+ Save & Add Another Participant



**CONTINUE TO CONFIRMATION**

[Cancel](#)

Review your information for accuracy, then "Complete Registration" to be brought to your fundraising page!

Please review your details and complete your registration below.

**COMPLETE REGISTRATION!**





## STEP 2

# Customization

Once you are brought to your page, customization options will pop up in a new window for you!

THANK YOU!



## Thanks for Registering!!

Thank you for registering for Call to Arms - 2019! Your registration is complete, and we've created a fundraising page for you to customize.

CUSTOMIZE YOUR PAGE

Add a photo to display your logo or shining face to your supporters!

First, add a photo.

Adding a photo of yourself helps donors recognize your page

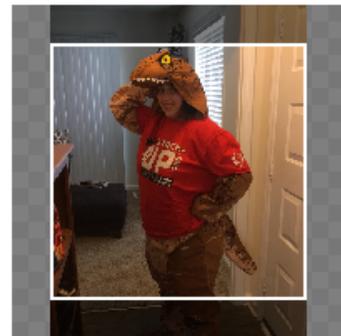


UPLOAD AN IMAGE

Skip this step



Now crop your photo.



SAVE PHOTO

Skip this step





## STEP 2

# Customization

Personalize your page by sharing what Stack Up's mission means to you:



Tell your story!

We've added a sample story to get you started.

Paragraph U **B** *I*

I'm answering the Call to Arms for Stack Up this November! Join me in supporting Stack Up in their mission to fight the effects of depression, combat injuries, and post-traumatic stress by bringing veterans and civilians together through the shared language of gaming!

268



SAVE AND CONTINUE



Create a vanity URL for your donation page:



Create a custom page link

Help others find your page with a custom page link.

YourHandleHere

<https://stackup.donordrive.com/participant/YourHandleHere>

SAVE CUSTOM LINK



Skip this step





## STEP 2

# Customization

Want even more reach and awareness? Link to your Facebook to create a simultaneously tracked Facebook fundraiser!



Grow your fundraising with Facebook!

Did you know the average Facebook Fundraiser raises at least \$150?

With a Facebook Fundraiser, you can raise money directly on Facebook to help you reach your fundraising goal!



**CREATE A FACEBOOK FUNDRAISER**

Maybe Later



Stack-Up will receive:  
your name and profile picture and email address.

[Edit This](#)

Continue as



Your Facebook Fundraiser has been created!

Now when you receive donations on Facebook, you'll see them added to your fundraising page here.

**SHARE YOUR FUNDRAISING PAGE**

[View Facebook Fundraiser](#)





## STEP 2

# Customization

When you've completed the pop-up customization tools, there are even more ways to make your donation page your own! Anything on your page with the pencil icon can be edited.

The screenshot shows a fundraising page with a dark background. At the top left, there's a "Contact Us" link with a pencil icon. Below it is a profile picture of a person in a red hoodie. To the right of the photo is the "Display Name" field, which is currently empty. Below the name are three social media links: "Team Captain", "Call to Arms LIVE 2019", and "Call to Arms - 2019". On the right side, there's a red "SUPPORT ME" button with a pencil icon. Below the name and links, there's a progress bar showing "\$63 Raised" and "Goal \$100". To the right of the progress bar, there's a section titled "Add milestones to celebrate progress on the way toward your fundraising goal!" with an "Add a Milestone" button.

The "INCENTIVES" section has a pencil icon in the top right corner. It contains the text: "Set up donation incentives to encourage donors and reward them for their support!" and a red "Add an Incentive" button.

The "MY BADGES" section is currently empty.

The "My Story" section has a pencil icon in the top right corner. It contains the text: "I'm answering the Call to Arms for Stack Up this November! Join me in supporting Stack Up in their mission to fight the effects of depression, combat injuries, and post-traumatic stress by bringing veterans and civilians together through the shared language of gaming!"

**Don't forget to edit your Display Name to match your streaming handle!**

### Update your display name

Do you prefer a nickname? Don't want your first and last name to appear on your fundraising page and in search results? We've got you covered!

Display Name

Your Handle Here

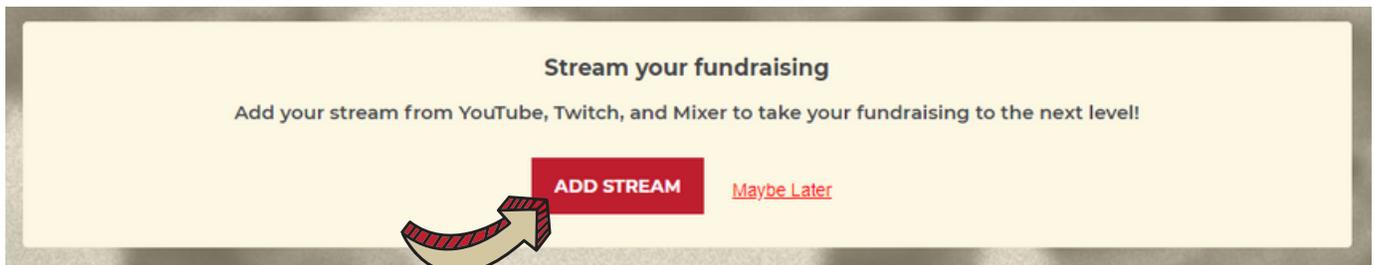




## STEP 2

# Customization

Want your stream to be embedded into your donation page? We've got you covered.



### Add a stream to your page

Service

Username

  [Cancel](#)

#### Just getting started with streaming?

Check out our [quick guide!](#)

#### Add a graphic overlay to your stream!

Paste this link into your streaming software (like Streamlabs OBS) so viewers see donation alerts and progress toward your goal! [See a preview](#)

Just select your platform, and type in your handle! You can also use the link provided to add a simple overlay to your stream.



## STEP 2

# Customization

Celebrate your achievements on the way to accomplishing your overall fundraising goal with Milestones and Incentives!



To enable Milestones, select the pencil icon next to your fundraising thermometer, navigate to "Add a Milestone," edit, and save!

Fundraising Goal: \$ 100.00 [UPDATE GOAL](#)

**Milestones**  
Add milestones to celebrate progress on the way toward your fundraising goal! [>](#)

**Incentives**  
Set up donation incentives to encourage donors and reward them for their support! [>](#)

**Milestones** [Add a Milestone](#)

Next Milestone: **\$75.00** 50 Push-ups [✎](#) [🗑️](#)

Upcoming Milestones: **\$100.00** Dye my hair RED [✎](#) [🗑️](#)

Hide Completed Milestones: **\$50.00** Pie in the face! [🗑️](#)

## Add a Milestone

Milestone Amount\*

Milestone Description\*

[SAVE MILESTONE](#)

Need inspiration ideas for Milestones and Incentives for your community?  
Our Concierge staff will be happy to brainstorm with you!

CONTACT@STACKUP.ORG



## STEP 2

# Customization

Donation Incentives are another fun way to engage supporters and encourage them to help towards your goal!



To enable Donation Incentives, select the pencil icon next to your fundraising thermometer, navigate to "Incentives," edit, and save!

Fundraising Goal

\$ 100.00 **UPDATE GOAL**

**Milestones** [>](#)  
Add milestones to celebrate progress on the way toward your fundraising goal!

**Incentives** [>](#)  
Set up donation incentives to encourage donors and reward them for their support!

## Add an Incentive

Donation Amount \*  
\$

Enter the donation amount required to receive this incentive.

Incentive Description \*

Incentive Image (Optional)

Quantity Available \*  
  Unlimited

Does this incentive have start and/or end dates? \*  
 Yes  No

Do you need any additional information from the donor? \*  
 Yes  No

**SAVE INCENTIVE**

For incentives, you can add quantities available, start/end dates, and gather information from your donors, like physical and email addresses!





## STEP 3

# Resources

Stack Up has a plethora of resources at your immediate disposal, found at the top of your donation page!

View your donation page and make changes.

Overview of your event with stats & additional settings.

View your donations & send thank-you emails.

Upload your Contact list, send emails asking friends to donate, view Sent Messages, and more.

View this guide and similar documents.

Your Page   Dashboard   Donations   Messages   Resources



Home

About Us

Why Gaming?

Media Kit

Wall of Heroes

Rewards

Navigate to the Call to Arms event page.

Learn more about Stack Up via our website!

Why gaming is the focus of our mission.

Links to Stack Up logos, art assets, videos, and slideshow pictures!

Our top fundraisers memorialized on our website each year.

Earn rewards for your support!

Looking for more resources and information?

Join the Call to Arms Discord!

<http://bit.ly/C2AHelp>



## STEP 3

# Resources

For Twitch users, Stack Up has both a category tag and a panel extension to increase awareness and allow donations without leaving your stream!



**We chat with the AAS about Mental Health in a digital world**  
StackUpDotOrg ✓  
Talk Shows & Podcasts  
29 views · 4 months ago

English Stack Up Charity

Find the Twitch panel extension at: <https://bit.ly/SUDOExtension>



**STACK UP**  
**Glitterpoof**

RAISED: \$63 GOAL: \$100

TOP DONORS

Facebook Donor	\$37.57
Facebook Donor	\$25.00

**DONATE**

Benefiting Stack Up

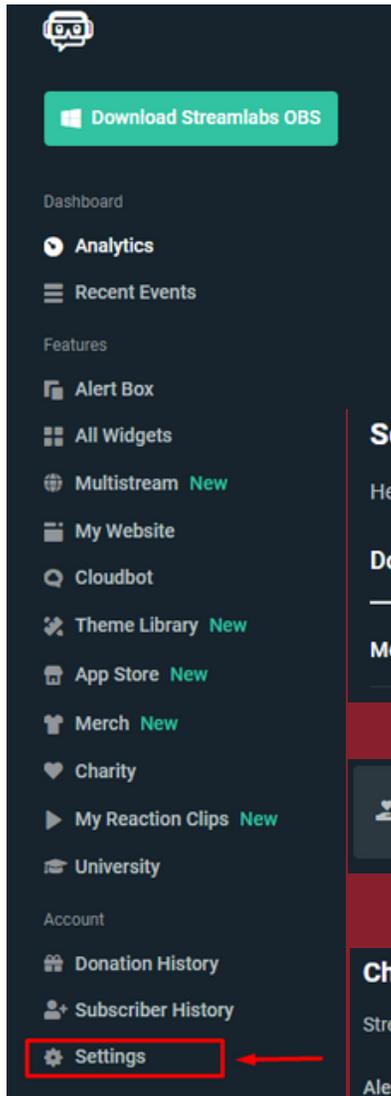
Stack Up Charity Fundraising



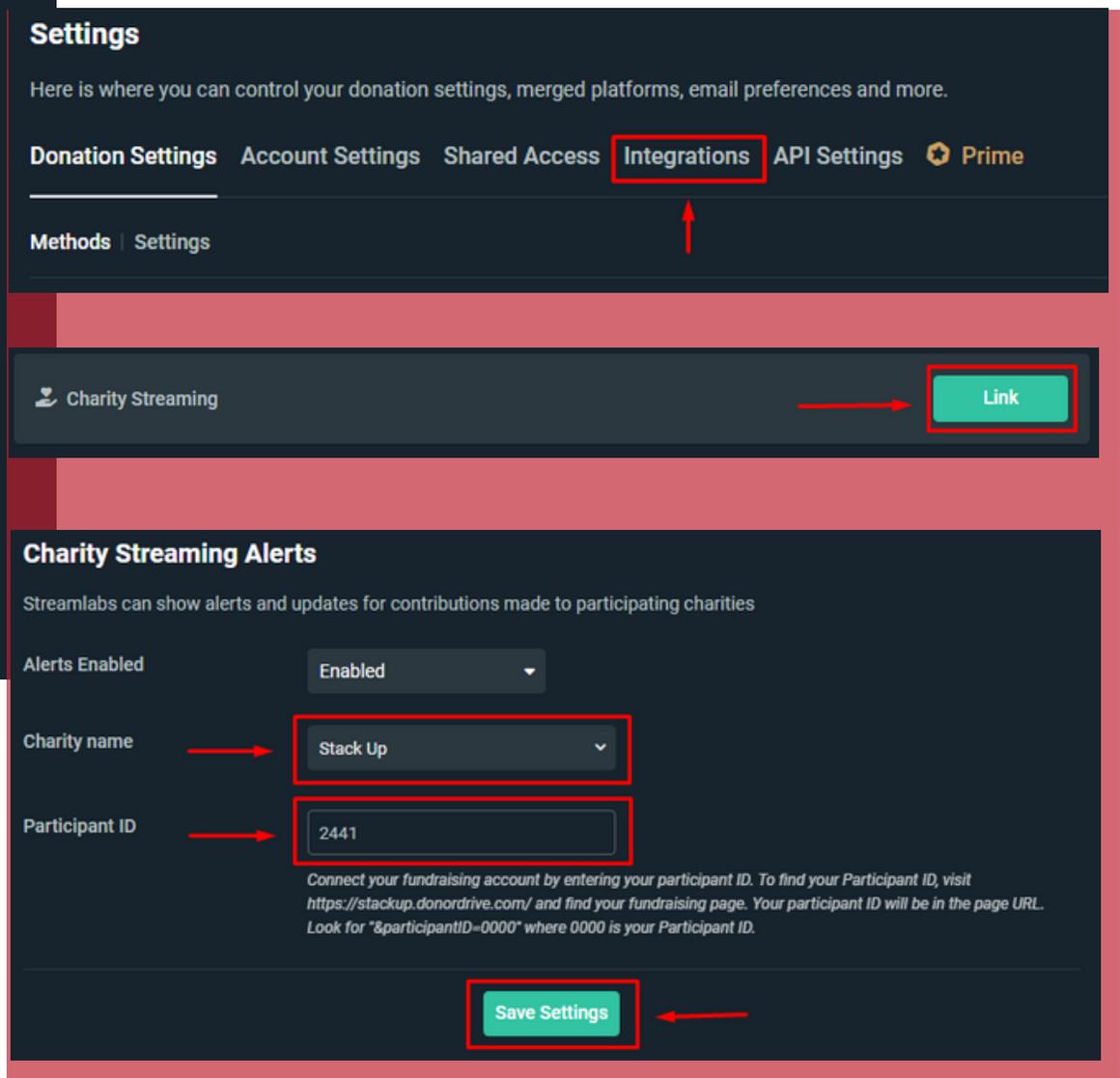
## STEP 3

# Resources

Looking for alerts? We've got you covered via StreamLabs.



On the StreamLabs [WEBSITE](#): Settings > Integrations > Charity Streaming - Link > Choose "Stack Up" from the list > add the last 4 digits of your Donor Drive URL as the Participant ID.



Save settings, and refresh the page (cache refresh)!



## STEP 3

# Resources

Under General Settings, you will now see "Charity Streaming Donations" that is configurable like any other alert. Uses the same StreamLabs Alert Widget URL as the other alerts.

The screenshot shows the 'Alert Box' configuration page in the Streamlabs Dashboard. The left sidebar contains navigation options like 'Alert Box', 'All Widgets', 'Multistream', 'My Website', 'Cloudbot', 'Theme Library', 'App Store', 'Merch', 'Charity', 'My Reaction Clips', 'University', 'Account', 'Donation History', 'Subscriber History', and 'Settings'. The main content area is titled 'Alert Box' and includes a 'Manage Themes' button and a 'Show Tutorial' button. Below this, there's a description: 'Reward your loyal viewers by thanking them with attractive, on-stream notification popups.' A row of six alert box thumbnails is shown, including 'BRUSH', 'COBRA', 'CHALK', 'HYDRA', 'MAELSTROM', and 'SPACE'. A 'Widget URL' field is present with a 'Click To Show Widget URL' button and 'Copy' and 'Launch' buttons. A note states: 'Widget URL contains sensitive information. It should not be shared with other users or sites.' Below the URL field, there are several 'Test' buttons: 'Test Follow', 'Test Subscription', 'Test Resub', 'Test Donation', 'Test Hosting', 'Test Bits', 'Test Raids', 'Test Merch', 'Test Charity Streaming Donation', 'Test Cloudbot Redemption', and 'Test Streamlabs Prime Gift'. At the bottom, there are tabs for 'General Settings', 'Follows', 'Subscriptions', 'Donations', 'Hosts', 'Bits', 'Raids', 'Merch', and 'Charity Streaming Donations'. The 'Charity Streaming Donations' tab is currently selected and highlighted with a red box.

The screenshot shows the 'Charity Streaming Donations' settings page. At the top, there are tabs for 'General Settings', 'Follows', 'Subscriptions', 'Donations', 'Hosts', 'Bits', 'Raids', 'Merch', and 'Charity Streaming Donations'. The 'Charity Streaming Donations' tab is selected and highlighted with a red box. Below the tabs, there are sub-tabs for 'Face Mask Donations', 'Cloudbot Redemption', and 'Streamlabs Prime Gift'. The 'Charity Streaming Alerts' section has a toggle switch set to 'Enabled', which is highlighted with a red box. The 'Layout' section shows three preview cards: one with an image and 'TEXT', one with 'TEXT', and one with an image and 'TEXT'. The 'Alert Animation' section has 'Fade In' and 'Fade Out' dropdown menus. The 'Message Template' section has a text input field containing '(name) donated {amount} to {charityName}'. The 'Text Animation' section has a 'Wiggle' dropdown menu. The 'Image' section shows a preview of an alert box with the 'STRUCK UP' logo and a URL 'cb3cfd55-19d5-433a-8e.'. Below the image is a 'Change Media' button. The 'Sound' section shows a preview of an alert box with the audio 'NCS Elevate Raid-fuH.ogg' and a 'Change Media' button. At the bottom, there is a 'Sound Volume' slider set to 12%.



## STEP 3

# Resources

If you do not want all of the StreamLabs alerts, simply un-check all of the other alert boxes except Charity Streaming Alerts. Then, copy and use the widget (only charity alerts will show up on stream).

The screenshot displays two instances of the StreamLabs widget configuration interface. The top instance shows all alert categories checked with green checkmarks. A red box highlights the 'Widget URL' field and the 'Copy' button, with a red arrow pointing to the 'Copy' button. The bottom instance shows only 'Charity Streaming Donations' checked, with all other categories unchecked. A red box highlights this selection.

Follows    Subscriptions    Resubs    Donations    Hosts  
 Bits    Raids    Redemptions    Merch  
 Charity Streaming Donations    Cloudbot Redemption  
 Streamlabs Prime Gift

Widget URL

*Note: Widget URL contains sensitive information. It should not be shared with other users or sites.*

Follows    Subscriptions    Resubs    Donations    Hosts  
 Bits    Raids    Redemptions    Merch  
 Charity Streaming Donations    Cloudbot Redemption  
 Streamlabs Prime Gift

Widget URL

*Note: Widget URL contains sensitive information. It should not be shared with other users or sites.*



## STEP 4

# Email Functionality

Want to increase your donor base or give updates on your drive? Do it directly from your page with your Messages tool. Simply add contacts from a CSV or your email, create your message, and send!

Sent Messages

Compose a Message

Drafts

Contact List

### Get started with Messages



Add contacts from webmail, CSV or individually.

Add Contacts



Create your message and send to your friends!

Compose a Message



UPLOAD A CSV FILE IMPORT CONTACTS FROM YOUR FAVORITE MAIL CLIENT



#### CHOOSE A FILE

Please upload a csv file with each contact on its own line. You must specify firstname, lastname and email for each contact.

Choose File No file chosen

Next



Sent Messages

Compose a Message

Drafts

Contact List

1 Choose a message type\*

Ask a Friend to Donate

2 Recipients\*

Select from Contacts

Import from Webmail or CSV

Please note: you may separate email addresses by comma, semicolon, or one address per line.

3 Subject\*

Support Samantha Seegraves in the Call to Arms - 2019 event

4 Message\*

Paragraph Format U B I

Type something



SEND MESSAGE

Save Draft

Send Test Message to Myself



## STEP 4

# Email Functionality

Send Thank You emails in real-time from the Donations tab to let your supporters know you appreciate them! Select the donor you want to thank (or all of them), and press "Send Thank You."

Donations Received    [Add Offline Donation](#)    [Make a Donation →](#)

You've raised 62% of your goal!

**\$62.57 Raised** **\$100 Goal**

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<input type="checkbox"/>	<b>Facebook Donor</b> Participant Donation	<b>\$25</b> 10/15/2019
<input type="checkbox"/>	<b>Facebook Donor</b> Participant Donation	<b>\$37.57</b> 10/15/2019

---

**Total Received: \$62.57**

### SEND A THANK YOU EMAIL ✕

Subject \*

Thank you for the generous gift!

Message \*

Dear friend, Thank you very much for your supporting me with your generous donation! Your contribution is greatly appreciated. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Please contact your human resources department to see if your gift can be matched to maximize the impact of your donation. On behalf of everyone who is affected by this charitable work, thank you for your support!

We'll include fundraising page links in your message.

   [Cancel](#)





## STEP 5

# Tips for Success

We at Stack Up wish to do everything possible on our end to help make your charity stream a success. With that in mind, we have put together a small list of Do's & Don't's that will help keep your charity stream focused, fun, and successful!



### Do:

- Stay Positive
  - Energy and excitement drive a charity stream.
  - Keep it fun and loose, but with a purpose.
- Stay on Message
  - Learn about Stack Up, and how your community could benefit.
  - Familiarize yourself with our four pillar programs: Supply Crates, Air Assaults, The Stacks, and our Overwatch Program (StOP).
- Engage with your chat about the charity
  - Use personal experience stories, i.e. Stephen Machuga's story of how his Game Boy saved his life whilst deployed. <https://stack-up.org/the-story-and-launch-of-stack-up/>
  - Why did you get involved? What does Stack Up mean to you?
- Use the resources you have on-hand to customize your stream
  - Have any giveaways for your community? Make them into donation milestones.



### Don't:

- Play a game that takes all your focus and attention away from chat.
- Go in blind about what you're raising money for. Taking the time to know more about the charity will make you look better and will make the fundraiser more successful.
- Mention the Charity only in passing and assume people will donate.

**TL:DR: The Secret to a quality charity stream is much like anything else with streaming: educate yourself, and be able to talk about it! Let your chat know beyond "I'm streaming for Charity X, they do good things", and you'll have a much higher chance of success.**