

## GUIDELINES/FAQ/RESOURCE CENTER

### What is Stream to End MS?

Stream to End MS (#StreamtoEndMS) brings together online content creators to do what they love and raise funds and awareness for the National MS Society. Streaming includes but is not limited to gaming, sharing passions and hobbies like online karaoke, fitness, sports, cooking, crafting and art. The possibilities are endless! Stream to End MS engages content creators to broadcast on their favorite streaming platforms and encourage friends, family and followers to donate and support the National MS Society in real time.

The National MS Society, through Stream to End MS, offers multiple platforms to collect donations and set up fundraising pages specific to fundraising through streaming.

### What is streaming?

Streaming video is content created displayed by the viewer in real time. With streaming video or streaming media, a Web user does not have to wait to download a file to play it. Instead, the media is sent in a continuous stream of data and is played as it arrives.

### What sites are currently supported by Stream to End MS?

Fundraising Platforms:

- [DonorDrive](#)
- [Tiltify](#)

Streaming Platforms:

- [Twitch](#)
- [YouTube](#)
- [Facebook Live](#)

## Who can participate?

Anyone over the age of 13 (or 12 and under with parental guidance and support) can sign up to host an online event through Stream to End MS. Stream participants and event attendees can be any age.

## What can I do during my live stream?

You are welcome to host whatever content you choose, from playing video games to singing karaoke! Whatever you do, choose something that you'd be comfortable streaming in front our constituents and their families. We do ask that you do follow a few simple rules:

- No profanity, bigoted or sexually explicit language or visuals
- No Illegal drugs or paraphernalia
- No streaming while intoxicated

## Getting started with Stream to End MS:

1) Choose Fundraising Platform:

\*[Donor Drive](#) – can stream onto Twitch and Youtube

\*[Tiltify](#) – can stream onto Twitch, Youtube, Facebook, and Twitter

Tiltify Support and FAQs: <https://info.tiltify.com/support/home>

Donor Drive Support: <https://www.donordrive.com/solutions/virtual-fundraising-for-the-enterprise-nonprofit/live-fundraising/>

2) After you have registered in Donor Drive or Tiltify, you can begin to build your fundraiser with a goal, milestones, incentives, setup your streaming schedule, and link your overlay.

\*Milestones – mini-goals on the path to the overall fundraising goal.

Example: if I raise \$150, I will eat a spoon full of hot sauce. If I raise, \$500, I will do my favorite dance move.

\*Incentives – prizes for set donation amounts.

3) Promote your charity stream on social media. Most successful charity streams need some advanced planning. We encourage content creators to select a date (or a series of dates) at least a month in advance in order to give them plenty of time to hype up the event, nail down plans and promote it to their networks. To begin, we recommend that creators set a meaningful donation goal, create incentives for donors and participants, and promote the event on a central place like a personal Twitch, Facebook, YouTube or Tiltify page. Connect your platform with a site like Streamlabs or OBS Studios which are free and open source software options for video recording and live streaming.

National MS Society Social Media Handles:

Facebook: <https://www.facebook.com/nationalmssociety/>

Twitch: <https://www.twitch.tv/mssociety>

Discord: <https://discord.com/invite/mssociety>

Instagram: @mssociety

Twitter: @mssociety

4) Once you have registered under the platform of your choice and your campaign is setup, you will need to download an Open Broadcast Software such as [OBS Studio](#), [Streamlabs](#), [Twitch Studio](#). Within one of these software options, you will build your stream and will stream onto Twitch, YouTube, Facebook, or Twitter.

[OBS Studio Beginner's Guide](#), [Streamlabs Beginner's Guide](#), [Twitch Studio Beginner's Guide](#)

## Streaming Tools

- Smartphone with built-in camera and microphone
  - Streaming Service app
    - [Streamlabs app](#) (streams to Twitch or YouTube)
    - OBS Studio app

- Twitch for Mobile app
- YouTube for Mobile app
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- Desktop Tools
  - Desktop computer
  - Video/audio capture software:
    - Streamlabs OBS
    - OBS Studio
    - Twitch Studio
    - Streaming Service key configured in video/audio capture software
  - External microphone
  - Headphones
- Gaming Console Tools and Resources
  - PlayStation 4
    - Signed into Twitch streaming service (**Note:** PS4 does not support overlays)
  - Xbox – If streaming on Twitch, you will need to download the Twitch app in the Xbox app in the Store Dashboard
  - Facebook Gaming:
    - <https://www.facebook.com/fbgaminghome>
  - Video/audio
  - External microphone
  - Headphones
- Streaming Services: These services broadcast the video/audio capture to the Internet
  - Twitch
  - YouTube
  - Facebook Live: Hit the 'Live Video' icon on your Facebook page. You will be taken to the Video Producer page. From there, you will be able to obtain your Stream Key to enter in your Open Broadcast Software and your video URL to enter in Tiltify. Facebook Live does not work with Donor Drive.

## **What else is important to know about hosting my own event?**

All events benefiting the National MS Society must meet certain standards and criteria. For example, the event must be reputable and in line with the mission of the Society.

## **How much does it cost to get started?**

Registration for Stream to End MS is free! The Society will provide tools and support to help make an event successful.

## **Stream to End MS encourages all participants to carry out the “Authentic Five Requests”**

1. Sign-up to host a streaming event on the Stream to End MS DonorDrive page or through the Society’s charity portal on Tiltify and link it to your preferred streaming account on Twitch, YouTube, etc. Apply Society-approved toolkits, guidelines, branding, overlays (png logos, properly-sized images, etc.)
2. Connect your streaming account with Streamlabs/OBS Studios to activate extra functionality
3. Add milestones, polls, rewards, shout-outs for donors
4. Promote streams with gaming companies and personal networks
5. Encourage connections with other streamers! Set up raids of each other’s streams and increase viewership/exposure to potential donors. Additionally, encourage others to host your stream on their platform when they are not active.

## **How do I fundraise through streaming?**

Streaming-based fundraising empowers content creators to raise valuable funds and awareness through web-based performances. Supporters can contribute to your fundraiser for any measurable goal or milestone during a live event. Streams can last for a couple of hours or even a couple of days! When and how you stream is up to you.

You can set up your fundraising page through our [DonorDrive](#) page or on [Tiltify](#).

## How can I submit cash and check donations?

If you receive a cash donation, you need to convert it to a check or money order, payable to the National MS Society and follow the process for check donations below.

Mail checks and Stream Offline Donation form to the following address:

National MS Society  
Attn: Stream to End MS  
900 South Broadway, Second Floor  
Denver, CO 80209

## Where does the money go?

The money you raise for Stream to End MS funds services and research aimed at helping people affected by MS live their best lives as we end MS forever. [Learn More](#)

## Are donations tax-deductible?

The National MS Society is a 501(c)(3) organization so all gifts are tax-deductible as permitted by law.

## Can I get a refund for my donation made on Tiltify?

Donations made through Tiltify are unfortunately not refundable.

## Additional Questions?

If you have additional questions, please don't hesitate to contact us at [streamtoendMS@nmss.org](mailto:streamtoendMS@nmss.org)