

Twitch Fundraising Guide

DonorDrive now has the capability to embed Twitch (as well as Youtube) streams into the content of both event and participant pages.

What this means:

- You can now use Twitch livestreams as a way to attract and engage your donors—fundraising!
- Your Twitch livestream will show up as content on your organization page whenever you go live
- Participants also have the ability to do this and collect subsequent donations on their individual fundraising pages
- Simply follow the steps below to set up Twitch Fundraising and then direct donors to your DonorDrive page whenever you go live by posting on social media

Guidelines to keep in mind:

- Twitch is just another form of social media promotion, just like if you were to go live on your organization's Instagram. Therefore, it does not need submitted and approved as an alt fund
- However, because it's not an alt fund, you may collect **donations only**. This means that you cannot charge admission to your live stream, you cannot sell items and collect the money for these sales via DonorDrive, etc.
- This form of fundraising is meant for attracting the attention of your donors and reminding them how dedicated you are to fundraising for THON

How to Set Up (Admins for Organization Event Pages)

- Create a free Twitch account
- Log in at donate.thon.org/admin
- Events & Campaigns > Your Event > Edit
- Event Settings > Event Details
- Under Event Configuration, and Enable Live Fundraising, check "Event Landing Page"
- Select your streaming service and enter the username of your organization's Twitch account (or whatever you will be using)
- Save changes
- Now whenever you go live, your stream will pop up on your organization's DonorDrive page

How to Set Up (Participants for Participant Pages)

- Create a free Twitch account
- Log in at donate.thon.org
- Your Page > Settings
- Check "Add a Stream to Your Page"

THON is a student-run philanthropy committed to enhancing the lives of children and families impacted by childhood cancer. Our mission is to provide emotional and financial support, spread awareness and ensure funding for critical research — all in pursuit of a cure.



- Select your streaming service and enter the username of your Twitch account (or whatever you will be using)
- Save changes
- Now whenever you go live, your stream will pop up on your DonorDrive page

THON is a student-run philanthropy committed to enhancing the lives of children and families impacted by childhood cancer. Our mission is to provide emotional and financial support, spread awareness and ensure funding for critical research — all in pursuit of a cure.