YouTube Charity Livestream Best Practice Checklist

Pre-Event

☐ Make sure your YouTube channel has live access
  ➤ If your YouTube channel has never hosted a livestream you might need to request live access

☐ Create livestream 24-48 hours before event to alert subscribers of event

☐ Turn off Super Chat feature for livestream event
  ➤ Any contributions to Super Chat will not go to your Tiltify campaign

☐ Insert clickable donation link at the top of the livestream description with call to action
  ➤ Ex. **DONATE HERE- (Link URL)**

☐ Social Promotion
  ➤ Include a clickable donation link in all social promotion and press releases
  ➤ Include a call to action **"You can donate/contribute now"**
  ➤ **Info graphic recommended for launch post**
  ➤ Make sure to tag Tiltify for added exposure
    ➤ **Twitter- @Tiltify**
    ➤ **Facebook- @Tiltify**
    ➤ **Instagram- @tiltify**

☐ Tiltify Overlay and Alerts
  ➤ Tiltify has a custom overlay and alert suite available in the fundraiser dashboard
  ➤ GIPHY Alerts, custom goal bars, color schemes, and fundraising tool alerts can be added to your campaign overlay
  ➤ QR Code Feature
    ❖ A QR Code can be added to your Tiltify overlay, it is unique to the campaign it is created for
    ❖ This creates an additional pathway for donors during the livestream event

☐ Test Stream
  ➤ Conduct a test stream to ensure overlay sizing is correct
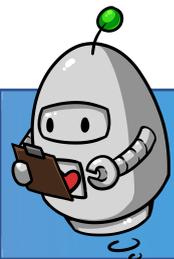
TILTIFY

YouTube Charity Livestream
Best Practice Checklist

Event Day

☐ Turn off Super Chat feature for livestream event
- ➤ Any contributions to Super Chat will not go to your Tiltify campaign

☐ Pin Donate Flow URL to the top of the chat
- ➤ Include a call to action- **"Donate Now (Donate Link)"**

☐ Begin livestream 30 minutes to an hour before appearing on camera,
- ➤ Alerts subscribers about upcoming livestream and allows more time for viewers to join stream

☐ Chat Moderation
- ➤ Use trusted moderators during livestream event
- ➤ Moderators can help identify large and smaller donors throughout the stream

☐ Build Call to Actions to donate into your stream programming
- ➤ Recommended every 10-15 minutes
- ➤ Remind viewers why they should donate
- ➤ Use charity talking and use Impact points to show how every dollar matters

☐ Let viewers know where they can donate
- ➤ "Link in chat"
- ➤ "Link in the description"
- ➤ QR Code

☐ Donor Recognition
- ➤ Thank donors on a regular basis during the stream
- ➤ Make sure to recognize both large and small donors

☐ Highlight donor pathways to support
- ➤ Call to action should include the following:
  - ➤ "Link in the description"
  - ➤ "Link in the chat"

TILTIFY
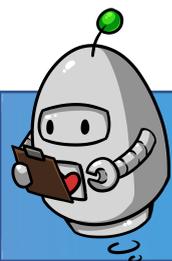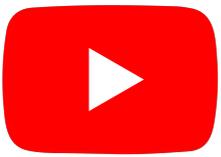
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Post Event

- ☐ Close out stream reminding viewers they can still donate
  - ➢ Campaign can still take donations after the livestream event
  - ➢ Campaign will auto-retire after 60 days of inactivity

- ☐ Add End Card to livestream VOD
  - ➢ Link back to donation page
  - ➢ How to add Cards to YouTube VOD's

Links and Resources:

- Tiltify Support Home

- Tiltify YouTube Channel

- Tiltify Overlays and Alerts Support

- Tiltify API Documentation

- Tiltify Blog

TILTIFY