



**DRAGON  
MASTER**  
INITIATIVE

Game Streams Fundraiser  
#CureQuest  
For Childhood Cancer Cures

**May 2023**

**BRAIN TUMOR AWARENESS MONTH**



Thank you for answering the call for heroes during May Brain Tumor Awareness Month. By streaming your favorite game, you help generate awareness and donations to support the Dragon Master Initiative. Join our mission to fire up research technology and scientific collaboration to accelerate cures for brain tumors and other forms of childhood cancer, America's #1 killer of kids by disease.



## How streaming video games helps support cancer patients & research.

Dragon Master Initiative is a community of patients, family members, doctors, researchers, and scientists aligned in the pursuit of a difficult goal – ending childhood cancers once and for all.

**By answering the call for heroes, you help leverage the power of the gaming community to drive awareness of this horrific disease and arm researchers with the information and resources they need to – after 50 years of stagnation and loss – find the cures that save lives.**

The world loses more than 110,000 kids each year to childhood cancer. That's why we're calling on gamers to help raise the funds that will drive the Dragon Master Initiative open and collaborative model of scientific research forward, breaking down the barriers that for so long have left families and children without hope. We must – and we can – do better.

This is where you come in. We're looking for gamers who understand the crucial role technology can play in driving more effective treatments and cures. It all begins by signing up and setting your challenge.

We invite you to partner with us by sharing our Tiltify page and connect with our Twitch live stream. After that, it's about choosing your game and stream as you fight crime, battle monsters, or explore new worlds . . . **whatever game you love to share will be the best way you can make a difference in the lives of kids and families impacted by cancer.**

# Platforms

For this inaugural #CureQuest, we will limit our supported platforms to Twitch and YouTube, but hope to expand to other streaming channels in the future.



## Streaming



By far the largest streaming community currently, Twitch offers a robust tool set and third-party integrations to make it easy to plan and execute charity streaming events.



YouTube Live is quickly growing in popularity and is a great alternative to Twitch.

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## Fundraising



**TILTIFY** Tiltify is a streamer-focused fundraising platform preferred by content creators and charitable organizations alike. It includes an incredible array of donation-powered features like milestones, notifications, and alerts.

Once you create your Tiltify account, you can link your stream ID and enable the overlays so that all the different features you choose happen automatically.

Donations raised on Tiltify go straight to Dragon Master Initiative without winding your way through a maze of forms or billing nightmares.

# Getting Started

Set up your charity stream.

**1. Set up your fundraiser**  
You will need a Tiltify.com account. Once you have set that up, you can create a page for Dragon Master Initiative <https://tiltify.com/dragon-master-initiative> cause, with a name, a date and time, a goal, pictures, and contact information.

## Naming

**2.** Not sure what to call your page? We recommend something simple that explains what you're doing.  
*For example: "JoeTheDragonMaster's 24-hour charity stream for Dragon Master Initiative"*

## Contact Us

**3.** If you have any questions about this fundraising event, you can contact us on Discord <https://discord.gg/dvfnkVSrpm>, via email at [lavender@rivetingbrands.com](mailto:lavender@rivetingbrands.com) or our social media pages or reach out directly to our community outreach specialist on Discord: **LavenderMoon#4444** and we will help you as soon as we are able.

**4.**

## Discord

The Official Dragon Master Initiative Discord Server is a space for streamers and supporters to contact each other, share ideas, collaborate, and network with Dragon Master Initiative. If you have any questions regarding our goals, objectives and streaming ideas, our community is a positive, safe environment to ask questions, find collaborators, and learn from experienced streamers. Contact us through our social media channels to get an invite to join our community if you need any help setting up your fundraising page.

**5.**

## Set up your stream

Consoles like the PlayStation mostly come with integrated streaming software. The most common streaming programs for PC are StreamLabs OBS, Twitch Studio, and YouTube Studio. These software suites are constantly being updated so it is easier to use their first-time setup instructions if you have not set up your streaming channel already.

**6.**

## Our Logo

We recommend that all fundraisers include either the Dragon Master Initiative logo (*available on our #CureQuest event page*)

# Stream Ideas

How to get the most out of your fundraising stream.

## Collaborations

You can find other streamers taking part through the Dragon Master Initiative Discord server. Everyone is on the same quest, why not form a party and schedule a particular time slot to squad-stream some multiplayer games?

## ChatBots

In Twitch you can set up your chat to respond to commands such as “!donate” with a link to your fundraising page, as well as many other fun integrations.

## Notifications

Using Tiltify and StreamLabs, you can create pop-ups and alerts for your stream when someone donates. This will prompt other viewers to join in and participate during the event.

## Goals

Setting tiers of smaller goals always provides fun targets for your supporters to reach, even if you fall short of your overall goal.

Promoting these goals well before the event lets your social group know your commitment and gives them something to plan and look forward to.

## Tips

- Promote your stream at least a week or two beforehand
- Host giveaways
- Break your goal into smaller chunks with incentives
- Do something special on stream
- Try dollar donation trains
- Brainstorm funny donation ideas
- Thank every donor
- Show media assets from Dragon Master Initiative

**LEVEL UP!**

# Promote Your Stream

How do I promote my streaming event?

**People cannot support your event if they do not know it is happening.**

Even if they do not watch streams themselves, or know much about video games, many of your friends and family will donate to support your cause and drop in to say hello.

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**Below are some ways to promote your stream:**

- Make/schedule several posts on your social networks ahead of time to inform all your friends and family.
- Make a short video explaining your goals, and the dates and times you will be streaming.
- Announce your plans in different Discord servers and ask your friends to tell their friends to start some momentum via word-of-mouth.
- Contact other streamers. If they are not taking part themselves, they can give you a shout-out on their own channels.
- Ask your friends on Steam, Xbox or Playstation to join you to make a team donation goal.
- Ask your workplace if they have a donation-matching program for employees taking on charitable efforts. Many companies have started encouraging workers to spend more time on fulfilling personal projects.

And make sure to use either **#DragonMasterInitiative** or **#CureQuest** hashtag so we will see it!

# FAQs

For more detailed questions, visit our Discord server.  
<https://discord.gg/dvfnkVSrpm>

## How do I disconnect Twitch from Tiltify?

Simply remove the widgets from your stream overlay and end your Tiltify campaign once your campaign is finished.

## Should I do a 24-hour stream?

While we encourage you to stream for as long as you feel comfortable, consider a week of shorter streams that add up to 24 hours in total.

## Can under-18s take part?

Unfortunately, you must be over 18 to sign up to stream for Dragon Master Initiative's #CureQuest event. We would love to have everyone involved, but adult supervision is necessary.

## Do you restrict the games we can play?

We ask that you choose games that are appropriate for streaming and do not conflict with Dragon Master Initiative's goals.







#beadragonmaster