

PBTF GameON

CHARITY GAMING GUIDE



PBTF GameON, the Pediatric Brain Tumor Foundation's charity gaming program, gives livestreamers, content creators, esports organizations, and gamers a fun and easy way to defeat the deadliest childhood cancer. Every dollar raised through PBTF GameON helps transform how this disease will be cured and how children, teens, and their families are cared for.

Not interested in livestreaming? You can still get involved in PBTF GameON by creating a Facebook or Tiltify fundraiser and sharing it on social media! Check out more tools at www.curethekids.org/gameon and email gaming@curethekids.org if you need help.

SELECT YOUR FUNDRAISING PLATFORM

The Pediatric Brain Tumor Foundation offers two options for PBTF GameON fundraising: Setting up a Tiltify campaign or adding a donate button to a Facebook Live video.

OPTION 1: Set up a campaign on Tiltify

1. Go to tiltify.com/pediatric-brain-tumor-foundation, click the "Register Now" button, and log in or sign up for Tiltify via the pop-up box.
2. Click on the PBTF GameON event, another event you are participating in, or press "skip" to create a campaign without joining an event. You will be able to fill in your campaign name and description on the next page.
3. Follow instructions to build your campaign and add a fundraising goal. This can be increased at any time.
4. When the summary screen appears, click "Create Campaign."
5. After your campaign is created, you can make changes, create donation incentives, read donor messages, and more on your campaign dashboard.
6. Don't forget to click "publish" to make your campaign live!



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SELECT YOUR FUNDRAISING PLATFORM (continued)

OPTION 2: Add a donate button to your Facebook Live video

1. Go to "Live Producer" on your desktop as a Page Admin from any Live entry point.
2. In the description box on the left, select "Raise Money."
3. Select the Pediatric Brain Tumor Foundation as your nonprofit of choice.
4. Select "Go Live."

Need help deciding which option to use? Email us at gaming@curethekids.org.

PLAN YOUR STREAM

1. Familiarize yourself with the Pediatric Brain Tumor Foundation using the talking points on the next page or visit www.curethekids.org. It might be helpful to keep the talking points easily accessible during your stream to help you talk about PBTF.
2. Make sure your social media followers know about your upcoming charity stream by promoting it on all of your social accounts. You can choose to customize content from our toolkit or write your own posts. Make sure to include the time of your stream and a link to your channel. Remember to tag [@PBTFGameON](https://twitter.com/PBTFGameON) on Twitter and use the hashtags [#PBTFGameON](https://twitter.com/PBTFGameON) and [#CareCureThrive](https://twitter.com/CareCureThrive) on Twitter, Facebook and Instagram so we can share your posts!
3. If you're using Tiltify, remember to set up the donation tracker, donation alerts and our PBTF GameON overlays and donation panels.
4. Test your stream to make sure each element is set up correctly before you go live.
5. Start your stream and have fun!



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LIVE EVENT BEST PRACTICES

1. Utilize the PBTF GameON overlays at www.curethekids.org/gameon to show you are streaming for the Pediatric Brain Tumor Foundation.
2. Set fun milestones to help encourage your community to donate. You can set up milestones in Tiltify by setting up a campaign at tiltify.com/pediatric-brain-tumor-foundation (see page 1 for instructions).
3. Ask for donations! Your viewers are more likely to give if you ask them. Emphasizing your milestones to your audience may persuade viewers who are considering donating.
4. Some of your viewers won't be able to donate, but there are ways they can support your charity stream and PBTF without giving. Encourage viewers to spread the word if they are unable to donate.
5. Remember to verbally thank each viewer for their donation during your stream. Post a thank you message on social media after your stream with a Tiltify link to allow for late donations.

STREAMING GUIDELINES

We welcome all streamers, but ask that you follow these guidelines:

1. Keep in mind that PBTF Stars and families may watch the charity stream. Try to keep content family-friendly and appropriate for this audience (ESRB rating of “Teen” or lower).
2. Discriminatory, profane, and sexually explicit language and/or visuals are not permitted.
3. Do not stream while smoking or while you are intoxicated. No cigarettes, tobacco products, alcohol or illegal drugs are permitted.
4. All PBTF GameON fundraisers are expected to follow the PBTF's Community Code of Conduct (www.curethekids.org/code-of-conduct.html).



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PBTF TALKING POINTS

The following talking points can be used when hosting your fundraising event. We recommend using a mixture of voice, chat, and on-screen presentation when talking about PBTF.

- The Pediatric Brain Tumor Foundation's mission is to CARE for families along their journey, CURE all childhood brain tumors, and help survivors and families THRIVE.
- Every day, 13 children and teens are diagnosed with a brain tumor, the deadliest childhood cancer. Every day after, they are in a fight for their life. It's a fight the Pediatric Brain Tumor Foundation is here to help families win.
- The Pediatric Brain Tumor Foundation is the world's leading nonprofit dedicated to children and teens with brain tumors.
- Through partnerships with leading medical institutions, organizations, families, and individuals, PBTF has funded \$46 million in scientific discovery and connects thousands of families each year with patient and family education, financial relief, and a thriving community of support.
- More than 28,000 children and teens are currently living with a brain tumor in the U.S.
- Pediatric brain tumors are the deadliest childhood cancer. Children who do survive often face a lifetime of physical, emotional, and cognitive side effects.
- There are more than 100 different types of childhood brain tumors in need of a cure.
- Pediatric brain tumors receive approximately 1% of all federal research funding despite being the deadliest childhood cancer.
- For children who survive cancer, 95% will have a significant health conditions by the age of 45 as a direct result of toxicities from their treatment. Better medicines are needed.
- All PBTF services are free to pediatric brain tumor families, including:
 - Patient and family education resources, such as the Survivorship Resource Guidebook, Starfolio toolkit for newly diagnosed families, and virtual townhalls and webinars.
 - The Butterfly Fund, which provides financial relief to families in crisis.
 - Peer-to-peer mentoring, Family Support Hotline, and award-winning Imaginary Friend Society video series, available in English and Spanish.



Pediatric
Brain Tumor
Foundation®

PBTF
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SAMPLE SOCIAL MEDIA POSTS

Let your followers know when to tune into your stream by using some of these sample posts. You can also write your own and use our graphics at www.curethekids.org/gameon!
Note: Handles below are for Twitter. PBTF's other channels can be found on page 7.

Before Stream:

- Game On! Tune into my @PBTFGameON charity stream benefiting @PBTF [day] at [time]: [link]
- My stream on [date] is dedicated to @PBTFGameON and the 28,000+ kids in the US who are currently living with a brain tumor. Join me in making a difference: [link] #CareCureThrive
- This [day] at [time] make sure to stop by my stream to help support the Pediatric Brain Tumor Foundation during my @PBTFGameON event! Together we can end kids' brain cancer. #CareCureThrive #PBTFGameON [link]

During Stream:

- Game On! I'm livestreaming for @PBTFGameON to help @PBTF cancel kids' brain cancer. [link]
- You can help make a difference by tuning into my stream for @PBTFGameON today at [time]. See you there! [link]
- Hang with me today while I play for @PBTFGameON and the kids of @PBTF: [link]
- Today's stream is for @PBTFGameON and benefits @PBTF, the world's leading nonprofit focused on ending pediatric brain cancer. Join me at [time]: [link]
- Help me get in the game to end kids' brain cancer by tuning into today's stream benefiting @PBTFGameON and @PBTF: [link]

After Stream:

- Thank you so much to everyone who supported today's @PBTFGameON stream. Together we raised [amount raised] to help @PBTF and kids with brain tumors. [link]
- Our community raised [amount raised] today for @PBTFGameON! Thank you to everyone who supported @PBTF's mission to #CareCureThrive. [link]
- Thank you to everyone who supported @PBTF during my @PBTFGameON charity stream. Your support makes a world of difference to kids with brain tumors. [link]



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PBTF AWARENESS POSTS

The following social media posts and downloadable images can be used to tell people why their support matters. To download the awareness graphics, click the preview image, right-click the full version that opens in your browser and select 'Save Image As.'



POST 1 COPY

Today, 13 children and teens will be diagnosed with a #braintumor, the deadliest #childhoodcancer. Share to raise awareness and donate to my fundraiser to give these kids the future they deserve: [link]



POST 2 COPY

Did you know there are more than 100 types of childhood #braintumors? The Pediatric Brain Tumor Foundation won't stop til there's a cure for all of them. Share to raise awareness and donate to fund lifesaving research: [link]



POST 3 COPY

Because #braintumors are located in a part of the body responsible for so much of a child's development, more effective and less harmful treatments are needed.

Current treatments cause a range of side effects, such as:

- Motor, sensory and behavioral difficulties
- Increased risk for secondary cancers and health conditions
- Challenges attaining independence

Donate today for healthier, happier futures: [link]

PBTF VIDEOS FOR SOCIAL MEDIA

The following videos can be viewed and shared to learn more about our mission and the kids and families we serve. Subscribe to our [YouTube channel](#) for more videos.

- [PBTF Mission Video: Care. Cure. Thrive.](#)
- [Jessica's Story: A Childhood Brain Tumor Survivor with Big Dreams](#)

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PBTF LOGO AND PROGRAM ARTWORK

The Pediatric Brain Tumor Foundation logo and PBTF GameON artwork can be used in online graphics. To download files, click the logo or artwork thumbnail so the full image opens in your browser and save the image to your computer or mobile device.

PREFERRED VERSIONS



PREFERRED VERSIONS FOR DARK BACKGROUNDS



PBTF COLORS

The following are the Hex/HTML codes for PBTF's brand colors. The light blue is the primary color for the PBTF GameON program.



STAY CONNECTED

