



Jingle Jam Toolkit

How to Participate in Jingle Jam and
Support The Trevor Project

PREPARED OCTOBER 2024



Included in this presentation:

Intro

- ✓ About Jingle Jam and The Trevor Project
- ✓ Our Streaming Event

Fundraising

- ✓ Stream with us!
- ✓ Set up your Tiltify fundraising page and resources
- ✓ Fundraising Checklist + Tips

Resources

- ✓ The Trevor Project Resources
- ✓ Streaming Resources
- ✓ Social Media Resources
- ✓ TwitchChat - Helpful Bot Commands



Jingle Jam 2024

Learn more about
our partnership

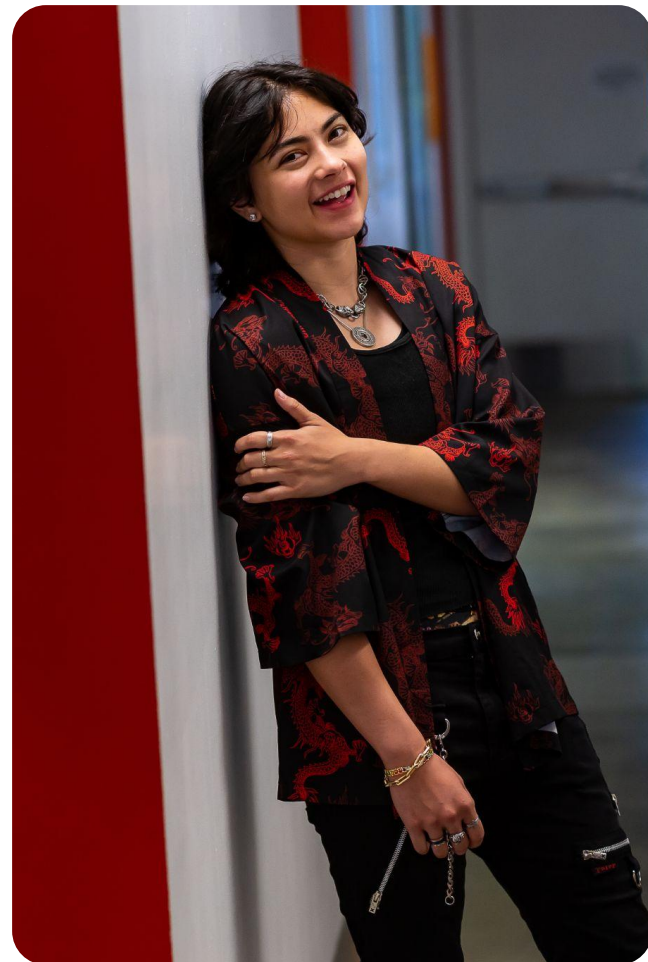


Join The Trevor Project for Jingle Jam 2024!

From December 1st to 14th, [Jingle Jam](#), the annual fundraising extravaganza uniting the world's best games, creators, and communities, will be streaming all day, every day to raise funds for 8 fantastic charities, including The Trevor Project. Founded by members of The Yogscast in Bristol, Jingle Jam has raised over \$28 million in the last twelve years. **Now, it's your chance to be a part of Jingle Jam!**

[JOIN US TODAY](#)

The Trevor Project is already selected so you can click "Continue" to finish registering for Jingle Jam 2024!



About The Trevor Project

The Trevor Project is the leading suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+) young people.

- The Trevor Project's mission is to end suicide among LGBTQ+ young people.
- The Trevor Project's trained crisis counselors are available 24/7. Text START to 678- 678, call 1-866-488-7386, or reach out via chat at www.TheTrevorProject.org/Get-Help/.
- [According to our own research](#), LGBTQ+ young people are more than four times as likely to attempt suicide than their peers. The Trevor Project estimates that [more than 1.8 million LGBTQ+ youth](#) (13-24) seriously consider suicide each year in the U.S. — and at least one attempts suicide [every 45 seconds](#). Globally, we estimate that there are [more than 40 million](#) LGBTQ+ young people ages 13-24 who seriously consider suicide each year.
- Further, our research has found that more than 80% of LGBTQ+ young people said it was important that a crisis line include a focus on LGBTQ+ youth, should they need it. For more top-line statistics related to our mission, visit our [Facts About LGBTQ+ Youth Suicide webpage](#).
- Additional research and data about LGBTQ+ youth identity, suicide, and mental health is regularly [published on our website](#).



**Thank you so much for choosing to
fundraise for The Trevor Project!**

Our mission is to end LGBTQ+ youth suicide.
By becoming a fundraiser for Trevor, you're
joining the Trevor community to affirm and
celebrate the lives of LGBTQ+ young people.





Fundraising

Ideas, Guides, Tips, and Checklist

Stream with us!

From Animal Crossing marathons to live challenges, your stream could save lives. Join our stream team and help make a difference.

We listed a few ideas of how you can raise money for The Trevor Project during Jingle Jam.

[JOIN US TODAY](#)

The Trevor Project is already selected so you can click "Continue" to finish registering for Jingle Jam 2024!

1. Play your favorite game.
2. Share your favorite hobby.
3. Play a game from the Jingle Jam game collection.
4. Chat with your friends about mental health.
5. Talk about The Trevor Project and our mission

How to create your Tiltify Fundraiser page for Jingle Jam

1. First, head over to jinglejam.tiltify.com and “Register” for The Trevor Project. You can also go directly to this [Start page here](#), which already automatically confirms your selection of The Trevor Project.
2. Follow the steps to create or update your Tiltify Account and then customize your campaign. Choose your own campaign name, create your own URL, update the event description, add your own media and set a campaign goal.
3. **Event Registration:** Some additional information is required to take part in Jingle Jam.
4. To update your Campaign (at any time) > click “Dashboard” > click “Campaigns” > select “Campaign” you want to edit > complete details.
 - Consider adding a schedule, incentives, and milestones which can be found on the top navigation.
5. Finally, be sure to “Publish” your campaign! We are excited to see what you accomplish this December.

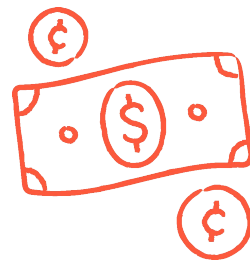
Tiltify Fundraiser Resources (General)

- [Create Profile](#)
- [Your First Campaign](#)
- [Account Dashboard Overview](#)
- [Download the "Getting Started" Guide](#)
- [Learn about Overlays](#) - Some of the most successful streamers use a simple animated overlay design as a border to their webcam screen. [Check out our Trevor specific ones.](#)
 - Steps to access the overlay: Dashboard > Campaign > Overlays > create a new overlay > blank slate > add widget > cause assets > Trevor's Overlay appears there
- [Twitch Chat: Helpful Bot Commands](#)



Fundraising checklist and tips

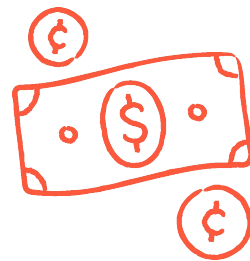
Now that your fundraiser is published, we recommend keeping the following tips in mind over the course of your fundraiser:



Before your stream (1-2 weeks):

- **[Join our Discord Community](#)**: Connect with Trevor staff and content creators that are also taking part in Jingle Jam.
- **Promo Images**. Review [The Trevor Project's Jingle Jam assets here](#) such as social media graphics and overlays - download any images you'd like to use. If you'd like, you can also create your own. Be sure to add something to your channel about the upcoming event.
- **Tiltify**. Update your Tiltify page and add the Tiltify banner to your streaming application (OBS/Xsplit/etc).
 - [Set a fundraising milestone](#). Celebrate every fundraising milestones with your community.
 - [Create your own incentives motivate your community](#). Incentives can help raise 3x more money!
 - [Set up a donation poll](#). Get your community to decide what you do on-stream.
- **Invite your friends**. Build momentum by promoting your fundraiser on social media! Update or add any donation links and update your Channel Bot Commands. People who invite friends are 4x more likely to reach their fundraising goal.
- **Donate to your campaign/fundraiser** Providing the initial seed money to your page can incentivize potential donors to help your cause, even \$1 can do the trick!

Fundraising checklist and tips (continued)



While you're streaming:

- **Tell a story.** Storytelling is a fundamental part of fundraising – if it feels safe to you, we encourage you to share a story about why you are choosing to participate in Jingle Jam and fundraise for The Trevor Project. This will show your community how much this means to you and LGBTQ+ young people across the country in need of The Trevor Project's life-saving services.
- **Promote.** Share that you're streaming. Be sure to promote your event across social media and post your donation link regularly so people know how to give.
- **Thank your donors.** Keep your Tiltify fundraiser visible so when someone donates to your campaign, you can give them a shout out and a thanks on screen. You can get creative!
- **Increase your goal** If you reached your goal – CONGRATULATIONS, and thank you! If you'd like to keep fundraising, you can always increase your goal and continue at any time. Everyone loves making a donation to a winning stream!
- **Jingle Jam Game Collection:** Add cause awards so your donors can get the official Jingle Jam games collection. You can add the games collection as a reward starting December 1, 2024 10:00 AM.

Resources

For streaming, social media, and Twitch



The Trevor Project



We've put together some helpful resources for you to share through these links:

VIDEOS

Play a video on your stream to show viewers the powerful impact their donations can have.

RESOURCES

Share a resource that speaks to you. It's a great way to help others learn and become stronger allies to LGBTQ+ young people.

STATS AND FACTS

Highlight key statistics about LGBTQ+ young people and mental health to raise awareness and inspire change.

TREVORSPACE

Share the largest safe-space social networking site for LGBTQ+ young people (ages 13-24), offering an inclusive online community.

GET HELP

Provide this link to anyone seeking to connect with a crisis counselor 24/7, 365 days a year, from anywhere in the US via text, chat, or phone.

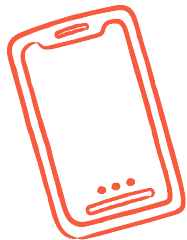
Streaming Resources

Here are some streaming assets you can download using the following links here for [overlays](#) and [hold screens](#)

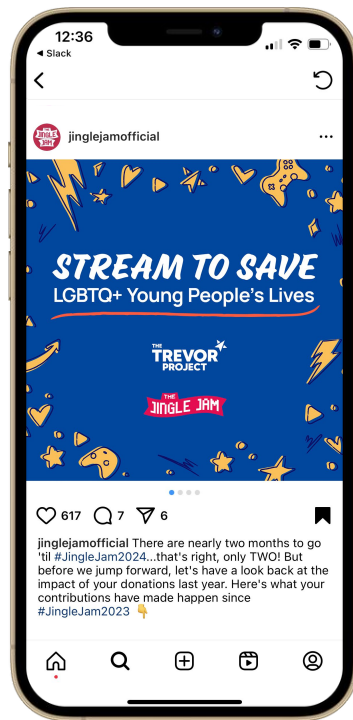
The screenshot shows the Twitch channel page for TrevorProject. At the top, there is a purple banner with a privacy notice. Below that, the channel name 'TrevorProject' is displayed with a 'LIVE' indicator. The main content area features a game stream with a 'STREAM TO SAVE' overlay on the left and a 'SERVE WHERE AND HOW YOU WANT' overlay on the right. A chat window is open on the right side, showing messages from viewers. The channel's profile information, including a bio and a 'Subscribe' button, is visible at the bottom.

The screenshot shows the TrevorProject Twitch channel page during an offline broadcast. The top banner is purple and contains the text 'Check out this Just Chatting stream from yesterday.' and 'Turn on Notifications'. The main content area is a blue hold screen with yellow butterfly graphics. It features the TrevorProject logo and the text 'Currently Offline' and 'To learn more about The Trevor Project, visit trvr.org'. Below the hold screen, the channel's profile information is visible, including the name 'TrevorProject', a bio, and navigation tabs for 'Home', 'About', 'Schedule', 'Videos', and 'Chat'. A 'Featured Clips' section is also present, showing a clip titled 'Introducing Featured Clips!'.

Social Graphics



Spread the word about Trevor through our [social media templates for download here](#) – also optional to customize with your photo



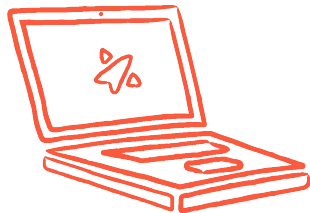
Copy for Social Media



If you need language for your outreach, look no further! We've put together some templates for you to use.

- The Trevor Project provide free, confidential, 24/7 support to LGBTQ+ young people who are in crisis. That's why I'm raising funds through my charity stream for #TheTrevorProject during Jingle Jam. Join my stream! **Insert your stream URL here.**
- LGBTQ+ young people are 4x more likely to attempt suicide than their peers. That's why I'm raising funds for the #TheTrevorProject through my charity stream during Jingle Jam. Together, we can end LGBTQ+ youth suicide. Watch my stream! **Insert your stream URL here.**
- The Trevor Project estimates that more than 1.8 million LGBTQ+ young people seriously consider suicide each year in the U.S. and could benefit from their services. That's why I'm doing a charity stream for @thetrevorproject. Please join me on (insert date)! Watch my stream! **Insert your stream URL here.**

Twitch Chat: Helpful Bot Commands



Here are some helpful chat commands to add before your fundraising event. Feel free to add your own!

[How to set up a chatbot for your fundraiser.](#)

- **!donate: Your support matters. To make a donation, click here!**
[Insert your personal link]
- **!JingleJam:** Donate £35 or more to support Trevor and get access to the Jingle Jam Games Collection - an incredible collection of game keys! [insert your personal link].
- **!help: The Trevor Project is here for you!** If you are thinking about harming yourself – get immediate support. Connect to a crisis counselor 24/7, 365 days a year, from anywhere in the U.S. It is 100% confidential, and 100% free.
www.thetrevorproject.org/get-help/
- **!thetrevorproject:** The Trevor Project provides LGBTQ+ young people with 24/7 crisis counseling via phone, text, and chat. Your gift will make it possible to create an even brighter world for LGBTQ+ young people. To learn more about The Trevor Project, visit: www.thetrevorproject.org/



Thank you

Thank you for creating a fundraiser for The Trevor Project and participating in Jingle Jam! By raising awareness and fundraising with your online community, you are championing LGBTQ+ young people in your community. Your support is more impactful than you may ever know to the LGBTQ+ youth who need us most.