



**STREAM
AWAY SMA**

CHARITY STREAM TOOLKIT

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Thank you for participating in Stream Away SMA!
The information in this toolkit is intended to help
make your charity stream as successful as possible
while staying within Cure SMA's guidelines.
We appreciate your support!

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ABOUT CURE SMA

Cure SMA leads the way to a world where everyone impacted by spinal muscular atrophy (SMA) is empowered to lead independent, successful, and fulfilling lives. We strive to create a community where every individual is heard and feels welcomed. Cure SMA provides practical support programs for our community and advocates for their needs. We fund and direct comprehensive research that drives breakthroughs in treatment and we advance access to high quality care. We will not stop until we have a cure.

Learn more about Cure SMA and our programs at www.curesma.org.

ABOUT STREAM AWAY SMA

Ready for a new quest?

Cure SMA's **Stream Away SMA** program empowers content creators and gamer gurus to stream for a purpose. Whether you're showing off your gaming skills or sharing your creative talents, you can combine your passion for streaming with a mission to power up the fight against spinal muscular atrophy (SMA). During your charity stream, you can raise awareness about SMA and inspire your virtual community to take action in real-time—all while they engage in their favorite content from you! Whether you're an amateur creator, an expert in your craft, or brand new to the streaming world, you can utilize the power of live streaming to unlock new levels of impact for the SMA community!

So what do you say.. will you be our player 2?

This toolkit was designed to make hosting your own charity stream for Cure SMA as easy as possible while staying within Cure SMA guidelines. From creating a fundraising page to promoting your event, this guide will help you to become a successful fundraiser and make the most of your charity stream.

Have questions? Reach out to us at fundraising@curesma.org.



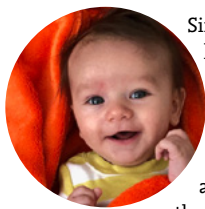
AT A GLANCE

Make today a breakthrough.



Spinal muscular atrophy (SMA) is a disease that robs people of physical strength by affecting the motor nerve cells in the spinal cord, taking away the ability to walk, eat, or breathe. **Historically, it has been the number one genetic cause of death for infants.** SMA affects approximately 1 in 11,000 babies, and about 1 in every 50 Americans is a genetic carrier. SMA can affect any race or gender. But there's great reason for hope. We now have multiple approved treatments that target the underlying genetics of SMA, with more treatments on the horizon. We know what we need to do to develop and deliver effective therapies. And we're on the verge of further breakthroughs that will continue to change the course of SMA for everyone—from infants to adults to families.

RESEARCH

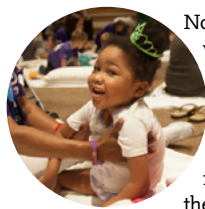


Since 1984, Cure SMA has led and invested in the research that has made today's breakthroughs possible. With deep connections and expertise in both the patient and research communities, we're uniquely positioned to direct funds to where they can make the greatest difference as quickly as possible.

We have invested more than \$82 million in research and have funded half of the new drug programs for SMA, including all FDA-approved treatments for the disease.

We now have multiple FDA-approved therapies for SMA, and many more research programs ongoing.

COMMUNITY SUPPORT AND CARE



No matter your connection, we're committed to being an irreplaceable resource for anyone facing an SMA diagnosis and we seek to improve the quality of life for everyone with SMA so they can live active, engaged, and hopeful lives.

Each year, we send out approx. 4,000 information packets, newly diagnosed and teen/adult care packages, and much-needed equipment. We also support medical professionals through CME and our Care Series Booklets.

Because of FDA-approved treatments and successful initiatives, such as the Cure SMA Care Center Network and SMA Clinical Data Registry, we have made significant progress enhancing the lives of people with SMA.

CONFERENCE AND COMMUNITY



Our Annual SMA Conference brings together researchers and healthcare professionals, as well as individuals with SMA and their families, to network, learn, and collaborate.

The conference is the largest in the world focused specifically on SMA, and it attracts the top scientists and companies in the field.

Today, we have more than 170,000 members and supporters, with 36 volunteer chapters throughout the country. We host over 300 fundraising and awareness events annually.



FUNDRAISING INCENTIVES



We want to reward you for the work you put into hosting a charity stream for Cure SMA!

When you register a fundraising page through Cure SMA's Stream Away SMA website and connect your live stream, you will automatically receive individualized fundraising support from Cure SMA staff to help you create your impact. You will also receive exclusive incentives for reaching lifetime fundraising milestones.



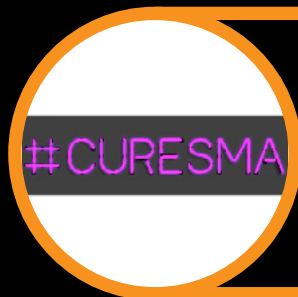
WHEN YOU RAISE A LIFETIME TOTAL OF \$500:

One (1) exclusive XL RGB light up mouse pad



WHEN YOU RAISE A LIFETIME TOTAL OF \$1,000:

One (1) exclusive Stream Away SMA holographic sweatshirt



WHEN YOU RAISE A LIFETIME TOTAL OF \$5,000:

One (1) exclusive custom neon light sign with your gamertag

PLEASE NOTE:

Streaming incentives are mailed out on a quarterly basis to qualified fundraisers. Please allow extra time for processing and shipping.



CHARITY STREAMING 101



1. CREATE A FUNDRAISING PAGE

Set up your charity stream's fundraising page through the [Stream Away SMA website](#).

1. Click the orange button
2. Fill out information related to your charity stream
3. Fill out any required personal information, then select "Create Page"
4. Set your fundraising goal.
Tip: Need help deciding how much you want to raise? Check out our [Dollars at Work infographic](#) for some philanthropic inspiration.
5. Customize your new fundraising page with personalized photos and messaging. The more personalized and detailed the better!
6. Click "connect a livestream" to connect your streaming account to your fundraising page.
7. Share your fundraising page with your offline networks and online communities.

2. PROMOTE YOUR CAMPAIGN

Share your charity stream with everyone in your [online and offline networks](#). You want everyone to know what your event is, why you're fundraising, and when/where it will take place. If you need help promoting your campaign, check out our [Media Kit](#) and [talking points](#).

Don't forget to join our [Discord](#) community to share your stream!

3. CUSTOMIZE YOUR STREAM

Whether you're connecting a Twitch stream directly to your fundraising page or sharing a link in your YouTube channel, you may want to customize your stream to represent the charity you're fundraising for! Check out Cure SMA's [Media Kit](#) for branded materials to elevate your charity stream.

4. SET INCENTIVES & MILESTONES

There are endless options of fun incentives and milestones for streamers! Here's a few examples to get your creative juices flowing:

- Write the name of each donor on your face
- Once \$500 is raised, put on a fun costume or onesie
- If 100 people join the live, attempt a popular TikTok dance
- Hit your \$5,000 milestone, take a pie to the face
- Donors who give \$100 or more get a freestyle rap or poem about them (done on the spot)
- Reach your fundraising goal, dye your hair a color of your community's choice (what a fun way to use polls!)

Remember, you know your audience best and what will keep them engaged (and donating!) If you need more inspiration, here's a list of [A-Z Milestones & Incentives](#) that you can incorporate into your livestream. Don't forget to utilize interactive incentives with [Dixper!](#)

5. PREP FOR YOUR STREAM

Before you're set to go live, make sure to test all of your equipment and download any updates for games or software. Keep any materials you'll need to fulfill on-the-spot incentive and milestone perks nearby. Don't forget to have your [talking points for streamers](#) about Cure SMA easily accessible while you're live.

6. LIVE STREAM

Have fun during your stream! The community you build is there to support you, and it's okay to make a charitable ask. The best way to reach your goal is to share your fundraising "why" to help others know why Cure SMA is important to you and why you've chosen to participate in Stream Away SMA. Be sure to thank your viewers live for any stream shares or donations that come in!

FAQS



WHO CAN PARTICIPATE? WHAT SHOULD I STREAM?

Whether you're a professional gamer, an amateur creator, or brand new to the streaming world, you're welcome to join in the fight to find a cure! Anyone can sign up to host a charity stream for Cure SMA! Think about what your passions, hobbies, and interests are and how you can share them with others in real time online. Many people choose to live stream themselves playing games, cooking, creating music, dancing, making art, putting on makeup, doing a DIY project, or even just chatting. The sky is the limit with how you choose to stream!

We strongly encourage the presence of an adult if a streamer is under 18 years of age. Fundraisers must adhere to any age restrictions presented by the streaming platform you choose.

WHAT PLATFORM SHOULD I USE FOR MY STREAM?

You can use whatever streaming platform works best for you-- like Twitch or YouTube. Many content creators opt to link their stream to a charity's [Tiltify](#) to securely collect donations in real-time. No matter how you choose to stream away SMA, be sure to set up a [fundraising page](#) and connect your charity stream.

HOW DO I FUNDRAISE DURING MY LIVE STREAM?

During your stream, you can highlight Cure SMA in a few ways:

- Utilize [talking points](#) to educate and raise awareness about spinal muscular atrophy (SMA).
- Inspire your community to take action and donate to your charity campaign in real time.
- Play a pre-recorded [video](#) about SMA or invite a Cure SMA staff person or program ambassador to talk during your stream.

You know your audience best! Have fun, show off your skills, and engage your community in a shared mission to power up the fight against SMA.

WHEN SHOULD I FUNDRAISE FOR CURE SMA?

You're invited to host a charity stream for Cure SMA 24/7 and 365! Many streamers opt to set up a fundraising page then develop a strategy for hosting multiple charity streams throughout the year. In March, streamers around the world come together for a **Streaming SMAck Down**-- a month-long fundraising marathon where we stream for good as a global community.

Need a little inspiration? Here are some great times to start your stream:

- Any date that's special to you, including your birthday
- Rare Disease Day (February)
- Streaming SMAck Down & Disability Awareness Month (March)
- SMA Awareness Month (August)
- Giving Tuesday (November/December)



WHERE DOES THE MONEY I RAISE GO?

All funds raised go directly to Cure SMA. For a breakdown of each donation's impact, check out our [Dollars at Work](#) infographic.

WILL EACH OF MY DONORS GET A RECEIPT FOR THEIR TAX-DEDUCTIBLE DONATION?

Cure SMA will issue tax receipts to any donations that either (1) come in via a stream that is connected to a fundraising page on our website, or (2) mailed to us via check made payable to Cure SMA and sent in its original form to:

Cure SMA
c/o Stream Away SMA
925 Busse Road
Elk Grove Village, IL 60007

Please note: Charitable tax receipts cannot be guaranteed for things like cash, in-kind gifts, sponsorship, Facebook/Instagram donations, or donations received on unconnected platforms.

ADDITIONAL RESOURCES



We hope you've found the information in this toolkit helpful in hitting play on your Stream Away SMA fundraiser! If you're interested in additional resources that can help you to customize and promote your charity stream, visit the [Toolkit](#) on Cure SMA's Stream Away SMA website or email us at fundraising@curesma.org. Whether you're looking for help talking about Cure SMA or want to level up the graphics on your stream, we've got you covered!

Here are a few additional fundraising resources:

CURE SMA

- [At a Glance Flyer](#)

FUNDRAISING

- [Dollars At Work Infographic](#)
- [Know Your Network Worksheet](#)
- [Matching Donation Search Link](#)

STREAMING

- [Media Kit](#)
- [Talking Points for Streamers](#)
- [A-Z Milestones & Incentives](#)

Have questions?
Cure SMA staff are available to support you in your fundraising quest!
Contact fundraising@curesma.org.
We're happy to help!





STREAM AWAY SMA



facebook.com/cureSMA



linkedin.com/company/families-of-sma



@curesmaorg



@streamawaysma



tiktok.com/@curesmaorg



youtube.com/user/FamiliesofSMA1



twitch.tv/cure_sma



dixper.gg/Cure_SMA/about



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