

Guidelines/FAQ/Resource Center

What is Stream to End MS?

Stream to End MS (**#StreamtoEndMS**) brings together online content creators to do what they love and raise funds and awareness for the National MS Society.

Streaming includes but is not limited to gaming, sharing passions and hobbies like online karaoke, fitness, sports, cooking, crafting and art. The possibilities are endless! Stream to End MS engages content creators to broadcast on their favorite streaming platforms and encourage friends, family and followers to donate and support the National MS Society in real time.

What sites are currently supported by Stream to End MS?

Streaming Platforms that connect to Donor Drive:

- [Twitch](#)
- [YouTube](#)

Who can participate?

Anyone over the age of 13 (or 12 and under with parental guidance and support) can sign up to host an online event through Stream to End MS. Stream participants and event attendees can be any age.

What can I do during my live stream?

You are welcome to host whatever content you choose, from playing video games to body painting! Whatever you do, choose something that you'd be comfortable streaming in front our constituents and their families. We do ask that you do follow a few simple rules:

- No bigoted or sexually explicit language or visuals
- No Illegal substances or paraphernalia
- No streaming while intoxicated
- Please follow [Twitch](#) and [YouTube](#) Community Guidelines

Getting started with Stream to End MS:

1. Register on [Donor Drive](#) and connect your fundraising page to your Twitch or YouTube page. If [Tiltify](#) is your preference, we have a presence there as well.

2. After you are signed up, you can begin to build out your event by establishing a fundraising goal, adding milestones and incentives, creating a streaming schedule, and adding assets from our [Toolkit](#) like overlays and other graphics.

- Milestones – mini-goals on the path to the overall fundraising goal. Example: if I raise \$150, I will eat a spoon full of hot sauce. If I raise, \$500, I will do my favorite dance move.
- Incentives – prizes for set donation amounts.

3. Promote your charity stream on social media. Most successful charity streams need some advanced planning. We encourage content creators to select a date (or a series of dates) at least a month in advance to allow plenty of time to hype up the event, nail down plans and promote it to personal networks. To begin, we recommend that creators set a meaningful donation goal, create incentives for donors and participants, and promote the event on social media.

National MS Society Social Media Handles:

- Facebook: <https://www.facebook.com/nationalmssociety/>
- Twitch: <https://www.twitch.tv/mssociety>
- Discord: <https://discord.com/invite/mssociety>
- Instagram: [@mssociety](#)
- Twitter: [@StreamtoEndMS](#)

4. Once you have registered and your fundraising campaign is setup, you will need to download an Open Broadcast Software such as [OBS Studio](#), [Streamlabs](#), [Twitch Studio](#). Within one of these software options, you will build your stream to broadcast onto your Twitch or YouTube. Here are some resources that we recommend:

- [OBS Studios](#)
- [Streamlabs](#)
- [Twitch Studio](#)
- [StreamYard](#)



What else is important to know about hosting my own event?

All events benefiting the National MS Society must meet certain standards and criteria. All Stream to End MS organizers should consider the impact on the Society's reputation prior to engaging in a stream. Although an activity may raise funds, if it negatively impacts the Society's reputation, it is not an acceptable Stream to End MS Event.

How much does it cost to get started?

Registration for Stream to End MS is free! The Society will provide tools and support to help make an event successful.

How do I fundraise through streaming?

Livestream fundraising empowers content creators to raise valuable funds and awareness through web-based performances. Supporters can contribute to your fundraiser for any measurable goal or milestone during a live event. Streams can last for a couple of hours or even a couple of days! When and how you stream is up to you.

You can set up your fundraising page through [DonorDrive](#) or on our [Tiltify](#) causes page.

How do I talk about the Society's mission in my streams?

The National MS Society's mission statement is that "We will cure MS while empowering those living with MS to live their best lives." We have lots of resources in our [toolkit](#) to help you confidently speak about the National MS Society, including [talking points](#), [images](#) for your streams, [videos](#) and more!

Stream to End MS encourages all participants to carry out the "Authentic Five Requests":

1. Sign-up to host a streaming event on the Stream to End MS [Donor Drive](#) site and link it to your preferred streaming account on Twitch or YouTube. Utilize Society-approved assets from our [Toolkit](#) (overlays, png logos, properly-sized images, etc.)
2. Connect your streaming account with Streamlabs/OBS Studios to activate extra functionality.
3. Add milestones, polls, rewards, and shout-outs for donors.
4. Promote your stream(s) with your personal networks on social media.
5. Encourage connections with other streamers! Set up raids of each other's streams to increase viewership/exposure to potential donors. Additionally, encourage others to host your stream on their platform when they are not active.



How can I submit cash and check donations?

If you receive a cash donation, you need to convert it to a check or money order, payable to the National MS Society and follow the process for check donations below.

Mail checks to the following address and include documentation like your name, event name and email address so it's easy for us to identify the fundraising source:

National MS Society
Attn: Stream to End MS
900 South Broadway, Second Floor
Denver, CO 80209

Where does the money go?

The money you raise for Stream to End MS funds services and research aimed at helping people affected by MS live their best lives as we end MS forever.

Are donations tax-deductible?

The National MS Society is a 501(c)(3) organization so all gifts are tax-deductible as permitted by law.

Additional Questions?

If you have additional questions, please don't hesitate to contact us at streamtoendMS@nmss.org. You can also connect with us on the Stream to End MS [Discord](#).



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