



MS Canada

Overview

VS MS Fest is a month-long digital fundraising festival where creators come together to fight MS live and in their way. Running October 1–31, 2025, it welcomes gamers, streamers, TikTokers, YouTubers, artists, podcasters and more to create, share and raise funds for MS research, programs and advocacy.

Join the MS Creator Community and Make a Difference in the Lives of Over 90,000 Canadians Living with MS.

Getting Started on Tiltify

Whether you are new to Tiltify or already have an account, you can set up a fundraiser in 10 easy steps:

1. Create or sign into your existing Tiltify account.
2. Visit tiltify.com/mscanada/vs-ms-fest to register and create your fundraiser.
3. Click “Start Fundraising” to begin the registration process for VS MS Fest. You will be redirected to the MS Canada Tiltify main page asking you to “Create your Campaign.” You will see the below screen, with MS Canada listed as the “Charity” and VS MS Fest as the “Fundraising Event.”
 - a. In order to complete your registration you will need to fill out the box asking you “I’d love to hear your story — what’s motivating your campaign?” Once filled out, click on the blue arrow icon.
 - b. You can also “skip” this question, by just clicking on the blue arrow icon.
4. You will then be asked “Do you want to support another fundraiser or team campaign?” If you are looking to join forces with another creator, your group of friends or your stream team, you can search for those contacts in the search bar.
 - a. If you do select another person to join, click on their name and hit confirm.
 - b. If you do not want to join another person, hit the skip button.
5. Now, you can build and customize your fundraising page with four different options, depending on your comfort level in setting up your fundraiser.
 - a. For new users to Tiltify or if you are looking for a quick fundraising page set-up, choose either “Let Beakr, our campaign assistant help” or “Quick Start.” We recommend the “Quick Start” option.
 - b. For experienced Tiltify users, or those who want to customize their fundraising pages, choose the “Build your Own Campaign” or “Duplicate Campaign” options.

- i. The Duplicate Campaign option would allow you to copy a previous campaign's layout and content on Tiltify, providing a quick way to reuse your work for new fundraising efforts.
6. The next question asks where most of your donors are located: online, in person, or both.
 - a. For this event, it is ideal to choose the online option. However, if you have friends, family or local contacts who want to make a contribution in person. For in person donations, contact us at wechallengems@mscanada.ca and we can connect with you.
7. Next, answer 'Let's talk support: who's most likely to donate to your campaign?' by choosing Community/Fans, Friends/Family, or Other.
8. Next, you will have to identify which areas you will be participating in, e.g., Sharing on Social, Live Streaming, Single Video, Video Series, Podcast/Audio, Fitness Challenge, Selling Crafts/Merch, In-person Event, or other. You can select all that would apply.
9. Finally, your fundraising page is ready for review, and a summary is provided of the details on your page. You can adjust information about your campaign and funding goal to better describe your plans and identified activity. Make sure to accept all cookies to allow for the best possible experience on the platform. You can then save your draft or view your fundraising page.
10. After you hit "Save", you will be taken into your Tiltify account, and you will have to click on the box that says, "Complete your registration." Here it will ask you for your mailing address, phone number and t-shirt size. This information is asked if you hit fundraising milestones during the VS MS Fest.
 - a. A green pop-up will appear in the upper right corner of your screen confirming registration.
 - b. You will also receive an email notification confirming your registration.
11. Next, you will have to click on the "go back to your campaigns" link at the top left of your screen to complete the final step.
12. Once ready, make sure to click "Publish" to make your campaign publicly viewable.
 - a. Note that you can still make edits to your fundraiser campaign after it is published.
13. Now that it's published, start spreading the word ahead of your livestream date and share your campaign donation URLs with your audience and followers on your social media channels to raise funds!
 - a. If livestreaming your fundraiser on Twitch, consider adding the Tiltify Donations extension to your Twitch channel to help drive your fundraising efforts and make donating easier.

For detailed instructions on fundraising and using Tiltify's tools, [visit Tiltify's support page](#). Please contact wechallengems@mscanada.ca with any questions you have on VS MS Fest or visit the official VS MS Fest website at mscanada.ca/vs-ms-fest.