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## **Save Against Fear Satellite Program**

**Welcome to the Save Against Fear Team!**

**We want to first express our gratitude to you for joining Save Against Fear 2021, or SAFE as we call it. This event is currently in its 11th year. This year's Save Against Fear will be held over the weekend of October 7<sup>th</sup> through the 10<sup>th</sup>, 2021. Last year, we switched our traditionally in-person event to an online offering. This year, we have chosen to go into a unique hybrid presentation that features not only our games and panels run online, but another integral part of the SAFE experience - you! The Satellite SAFE partners provide in-store events as well as charity streams and specialized programs through online venues.**

**We look forward to a great partnership! This document is a guide to the resources you will need to be a SAFE Satellite Partner as well as some helpful hints to help further promote your event! Our goal is to not only highlight and promote the mission and vision of the Bodhana Group, but also we wish to:**

- **Help increase traffic to and support Brick and Mortar locations - which are the true life blood of the tabletop hobby!**
- **Bring more listeners and followers to the people and groups who provide quality programming to the public!**
- **Firmly build a community that is committed to the idea that tabletop gaming is not only a relaxing and stimulating pastime, but it also is a hobby that can build valuable skills for personal development and growth.**
- **Have an awesome time!**

## **Introduction to The Bodhana Group**

**The Bodhana Group is a 501c3 non-profit organization based in York, PA. We have been incorporated since 2009. We advocate for and utilize tabletop gaming, whether board or RPG for education, skill building and therapeutic use. We offer groups for individuals and agencies with children, teens and adults with challenges including, but not limited to anxiety, depression, Autism Spectrum Disorders and other struggles like anger management or social skills. We also offer training and consultations for professionals and agencies that wish to start therapeutic and applied use of gaming in their programming. The Bodhana Group runs webinars for both professionals and the community with helpful tips and tricks on how to use gaming with intention.**

**Your help as a SAFe Satellite Partner helps us extend our mission and vision out to more people as well as providing funds that allow us to run groups at low to no cost for those who will benefit the most from them.**

## **What We Offer You in Thanks**

**As our way of saying thanks, we will:**

- **Host your logo and Link on our website for one year**
- **Mention you as a Partner in our Facebook shout-outs and social media posts**
- **Mention you during the convention and afterwards in our thank you videos**
- **Give special mentions as your team unlocks incentives**
- **Provide you with a Discord room to promote your business during the con**

## **Guide to Being a SAFe Satellite Partner**

**Whether you are a Brick and Mortar Store or a content creator, there are some basics to cover. Your steps in general are:**

- 1. Create Your Tiltify Account**
- 2. Envision your event**
- 3. Plan your programming**
- 4. Promote your event and your team**
- 5. Run**
- 6. Unlock Tiers and Rewards**

### **Create Your Tiltify Account**

**The first step to being a SAFe Satellite Partner is to go to Tiltify and create your fundraising account. The easiest way to do this is to sign on to The Bodhana Group as an individual. Tiltify makes it easy to fundraise. By creating this account, your donors only need to donate to the link or QR code for your account and the donations go to Bodhana.**

**When creating your account, think creatively about your name. Make sure to include your business or online profile so your followers and audience can easily recognize it. This also can help bring a Team a sense of pride and unity.**

**Please make sure that your name is as family friendly as possible and does not contain anything that might violate our Code of Conduct. For example, no use of foul language or anything that would be considered derogatory.**

**Here are some important links to follow for instructions on how to set up your team. Email [eventstbg@gmail.com](mailto:eventstbg@gmail.com) or consult the help section on Tiltify for any needed assistance.**

## **Tiltify Information**

- [The Bodhana Group Charity Page](#)
- [Creating your Tiltify Individual Fundraising Account](#)
- [Twitch Extension \(for streamers\)](#)
- [Twitch Creator one Sheet \(for streamers\)](#)

## **Envision Your Event**

**When considering what you want to run as part of your SAFe event, it mostly will depend on what type of Partner you are. This will help you take into account the physical space you have or the virtual space you have. Suggestions for different types of events that you can run are as follows:**

- **Scheduled Role Playing Game Sessions**
- **Scheduled Board Games Sessions**
- **Tournaments**
- **Raffles**
- **Auction of Special Items**
- **Specialized Panel or Broadcast Content**
- **Video Game Playthroughs and LivePlays**

**This of course is a traditional list of events you can often find at events like Save Against Fear. There are also a few items that you can add to make your event even more of a Satellite SAFe Event. These are events that have historically been offered at SAFe. We are planning to use these to accent media presence with people being able to post photos and social media shoutouts and we will highlight them. Our plan is to have volunteers watching the teams online and update social media as teams unlock tiers to help call out people to**

## **Optional Extras:**

- **Bake Sale-** A tradition in the history of Save Against Fear, you can offer baked goods at your location to help raise additional funds to raise your overall total and unlock higher perks. Make it fancy by offering unique creations to make your event stand out and add pizzazz!
- **Treasure Table:** Another staple of Save Against Fear events each year - this unique offering is where you have a host of small prizes like minis, bookmarks going up to larger options like copies of books or games. Players pay a small fee like a dollar and they roll a D20. Much like older treasure tables in old RPG manuals, your roll determines the value of the treasure. (NOTE) - It is recommended to accept or seek donations of items. This one is a difficult one to run, but really fun!

## **Plan your Programming**

**When you decide exactly to run your events is up to you. While the main convention might start at 10am, your store of your day might not open until 12pm. This is fine. The only thing we ask as part of the event is that you run at least one day's worth of events. You can choose to run fundraising and events throughout the entire weekend of SAFe. Additionally, if you are a podcaster, you might want to run events during the week leading up to the weekend.**

**Make sure to schedule your events to allow for people to get from one event to another, with breaks for meals and restrooms. Plan into the schedule time for announcements about upcoming specialty events and reminders about the event.**

**Seek volunteers from your local gamer crowd, or if you are a podcaster, seek out partnering with other online personalities to help create larger teams that can run a variety of games. Greater variety allows for you to get more involvement from different types of gamers and also different viewers.**

Also you might want to consider smaller fundraising goals, such as in game Rewards and Targets. You can set up rewards and targets in Tiltify if you want to make it more fun for your donors to be able to unlock specials. You can add these to help enhance your event. We have attached a link to a blog article about some sample Rewards and Targets to help give you some ideas. It could be:

- When we reach \$200 dollars, I will eat a Ghost Pepper.
- If you donate \$20 dollars, you can:
  - Create a complication in the RPG session
  - Give a player a boon
  - Increase the difficulty of the game being played
- If we reach \$500, X number of donors will be entered into a raffle for a %10 off coupon for the store
- If you donate \$50, you receive a code for an unlockable in a game

### [Tiltify incentive/Milestone Blog](#)

Tiltify makes it easy for you to create these rewards and targets. Be creative and not only can you raise more funds, but you also can add a lot of memorable moments to the event and really increase the fun. Making unique rewards levels or unlockables give the team some goals to help stimulate fundraising. This also increases your funds raised, which helps you gain more shout outs and mentions on social media during the event. Event milestones also can give the event a continued narrative over the course of the weekend, adding to in store attendance as people wait for levels and rewards to “pop.”

You can also keep the event simple and have a blanket donation suggestion for your store and just encourage people to donate to a great cause. We did not want to put any pressure on stores. One of our goals is to provide for fundraising while at the same time encouraging people to support Brick and Mortar stores and come out to game!

## **Note to Online content creators:**

If you would like your online programming to be included on our website, email your schedule links to [thebodhanagroup@gmail.com](mailto:thebodhanagroup@gmail.com) no later than September 15th, 2021.

If you are a Brick and Mortar Location and have some special events – email your schedule links to [thebodhanagroup@gmail.com](mailto:thebodhanagroup@gmail.com) no later than September 15, 2021.

## **Promote your Event and your Team**

We have given stores the option of obtaining a media pack for the event. This pack contains printed information about The Bodhana Group and a Poster that you can use to help promote the event weekend in your store. Every store will receive media approved images to use on social media and websites as a way to help promote events. These images and appropriate links for your team and the event like hashtags should have been sent with this document and your agreement to sign and return.

Some of the best ways to help create a buzz about the event is to use posts on social media. Consider also creating a Facebook event for your store to help create more buzz by allowing people to post about the sessions that you are running and other special offerings that you have for the event.

**QR Codes**

**Rewards**

**Targets**

## **Run the Event**

When it comes time to run the event, all that is needed is to have people to help with making sure that events are occurring. Make announcements and shout outs via social media featuring your store and the event tags. Let people know what you're doing and how they can get involved.

## Unlock Tiers and Rewards

We have established differing levels of awards via our Tiltify platform for both stores and online personalities. These are a way that we are trying to motivate our partners to strive for as much as they can! We are including the waves here so you can know.

We will also be acknowledging different teams as they pass and progress certain Incentives the drive goes further. They will be thanked via live videos and social media posts.

The Incentives through our Tiltify platform are as follows:

### Satellite Supporter Incentive Levels

- **LEVEL S - \$250**
  - \$50 in TBG Merch Codes
  - 1 Set of Wizards, Warriors, & Wellness Books
- **LEVEL SA - \$500**
  - \$100 in TBG Merch Codes
  - 1 Set of Wizards, Warriors, & Wellness Books
  - 10 Save Dice Bags filled with Dice, Duckies, and Wristbands
- **LEVEL SAF - \$1000**
  - \$100 in TBG Merch Codes
  - 1 Set of Wizards, Warriors, & Wellness Books
  - 10 Save Dice Bags filled with Dice, Duckies, and Wristbands
  - (1) 2-hour Virtual TBG Training/Presentation for the Store
  - 10 minute Video Interview with the TBG and the Game Store to be featured on our website and Youtube channel as well a digital copy of the video for your own use.
- **LEVEL SAFE - \$2000**
  - \$100 in TBG Merch Codes
  - 1 Set of Wizards, Warriors, & Wellness Books
  - 10 Save Dice Bags filled with Dice, Duckies, and Wristbands
  - (1) 2-hour Virtual TBG Training/Presentation for the Store
  - 10 minute Video Interview with the TBG and the Game Store to be featured on our website and Youtube channel as well a digital copy of the video for your own use.

- o TBG will run a 4-hour virtual or in-person game event
- o Sponsor slide on 5 Webinar videos that are shared to our YouTube page and our main website.

**We will contact you after the event to discuss arrangements for the Incentives that you unlocked. Due to shipping costs, we are unable to ship physical items overseas. We apologize for the inconvenience.**

**Important Links and Social Media**

**@thebodhanagroup**

**#thebodhanagroup**

**#SAFeCon2021**

**[www.thebodhanagroup.org](http://www.thebodhanagroup.org)**