

Keeping families close[™]

Ronald McDonald House of Scranton, Inc. Fundraising Event Toolkit

Hello, Ronald McDonald House of Scranton Fundraiser!

We are so excited you are considering a fundraising event in support of the Ronald McDonald House of Scranton to help keep the families we serve close.

This toolkit provides tips, information, branding guidelines, and more to help prepare you to host an event benefitting the Ronald McDonald House of Scranton. If you have any questions after reviewing this toolkit, please contact our Executive Director, Richard Bradshaw, at <u>rich@rmhscranton.org</u>.

On behalf of the Ronald McDonald House of Scranton staff, Board of Directors, and families, thank you again for your compassionate support, and for joining us in giving families the best medicine – each other.

Sincerely,

Richard Bradshaw

Richard Bradshaw Ronald McDonald House of Scranton, Inc. rich@rmhscranton.org | (570) 969-8998

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RMHS Frequently Asked Questions

What does Ronald McDonald House of Scranton, Inc. do?

Ronald McDonald House of Scranton (RMHS) eases the hardship of children's illness on families through programs that directly improve the health and wellbeing of children.

We do this through two core programs that focus on the critical needs of children:

1. <u>Ronald McDonald House:</u> A Ronald McDonald House is a home-awayfrom-home for families of children being treated for a serious illness or injury. Free of charge, the House provides a safe, comfortable place for a family to stay as they face the trauma of their child's illness. The Ronald McDonald House of Scranton is located at 332 Wheeler Avenue Scranton, PA 18510.

a) Are all Ronald McDonald Houses the same?

No, each House is very unique. All Ronald McDonald Houses operate under licensing guidelines from Ronald McDonald House Charities – Global. However, each Ronald McDonald House is independent of the others and makes its own rules. Each Ronald McDonald House is different and serves different populations and medical communities.

2. <u>Ronald McDonald Family Room</u>: Moments away from a child's bedside, the Family Room provides moms, dads, and siblings a place to recharge. Families grab a bite to eat, shower, and get rest so they can be strong for their children. The Ronald McDonald Family Rooms of Scranton are located on the Neonatal Intensive Care and Pediatric Units at Commonwealth Moses Taylor Hospital, Geisinger Wyoming Valley, and on the Pediatric Intensive Care Unit at Geisinger Community Medical Center.

<u>Read</u> about why this is important in a study published in the Journal of Health Organization and Management that found "Ronald McDonald Houses (RMHs) play a significant and important role in family centered care for children with serious medical needs.

How to Stay

Families with a child being treated at a local hospital may be eligible to stay at one of our Ronald McDonald Houses. A social worker, case manager, or nurse clinician from the admitting hospital must make the initial referral. Families are admitted based on available rooms and medical priorities. Each guest family has a private bedroom and bathroom, and access to a full kitchen, laundry room, living room, playroom, and outside play areas. We do not ask for a donation and provide our services completely free of charge because we never want a family to feel awkward about staying with us for financial reasons.

How Does McDonald's Help?

Ronald McDonald House Charities has been McDonald's "charity of choice" for over 40 years/ Portions of the annual operating costs for Ronald McDonald Houses are generously funded by local owner/operators of McDonald's restaurants. The remainder of our annual operating income comes from the generosity of individuals, foundations, and corporate donors. McDonald's involvement extends beyond monetary support: Franchises partner with RMHS for promotional and fundraising events; Owner/operators participate on our RMHS board. Globally, more than \$200 million has been collected through RMHC Donation Boxes. Although McDonald's owner/operators are our Foundation Caring Partners. RMHS is a non-profit 501(c)(3) corporation and no one company can solely fund the growth of RMHS programs and services necessary to serve more families. We also rely on the support of the entire community and greatly value any donations you can afford to RMHS, whether it's through cash and/or in-kind contributions, your time or fundraising efforts.

Fundraiser Event Ideas

Can't think of what to do? Here are some fun ways to raise money.

RUN/SWIM/WALK/CYCLE:

Find a race in your area, challenge a friend to complete it with you, and run/ swim/walk/etc. in honor of a child whose family stayed at Ronald McDonald House.

CELEBRATE:

Getting Married? Turning a year older? Ask friends and family to donate to RMHS in lieu of presents. You can even do it directly through Facebook.

PLAY DAY

Organize a golf/bowling/karaoke/etc. outing with family, friends, or coworkers. Ask for donations to participate or attend the event.

POP TABS

Collecting the tabs from aluminum cans is a great way to teach kids about philanthropy and the importance of recycling and raise funds to help children and their families at the same time. Make it a challenge between offices, schools, or other organizations by seeing who can collect the most.

COMPETITION/CONTEST:

Decide on the goal. Here are some examples of competitions local organizations could have to support RMHS:

- Two volunteers go in dunk tanks at the company picnic and co-workers pay for "throws" to try and dunk them. All proceeds from throws goes to RMHS.
- Winners of the Pop Tab Challenge (see above) get their car washed by the losers.
- Employees pay as many times as they want to vote on which executive will dress like a clown for the day. All proceeds from the votes goes to RMHS.
- Teams try to beat the clock while building furniture. All furniture is donated to RMHS.

WATCH PARTY:

Grab the opportunity to turn an ordinary Sunday night football game into a fundraising event or pick a show your friends love to watch, like the Bachelor, the Oscars, etc. Host a watch party at your home and donate the proceeds to your fundraising goal.

JEANS DAY:

Ask your co-workers to donate in exchange for wearing jeans to work.

CHANGE DRIVE:

Decorate boxes for your friends and family to place on their dressers. At the end of the day they can drop their spare change in the box. Before the pledge deadline, gather boxes and count the \$\$. Small Change makes a Big Difference.

CHILI COOK-OFF:

Which is voted best – Texas, Cincinnati, or your original style? Charge a donation for tastings!

YARD SALE:

Use spring cleaning to raise funds! Sell books, household items, and games and put the earnings toward your goal. Don't forget to ask friends and neighbors to pitch in!

ALUMNI ORGANIZATIONS:

Ask your university or college for an advertisement slot in the alumni newsletter or university newspaper.

Example Event Logistics Checklist

PRIOR TO EVENT:

(6-7 months) – Solidify a budget for your event; establish fundraising revenue goals.

(5-6 months) – Name your event; solidify date, site, time; Save the date. Solicit any sponsors needed.

(4 months) – Develop the content & program of your event. Determine event needs and source vendors (catering, AV, décor, valet, entertainment, security, photographer) Determine any legal and license needs.

(3 months) – Solicit any auction items and raffle prizes, if needed for your event

(2 months) – Establish a full event timeline for the flow of your event. Secure any volunteers needed.

(1 month) – Finalize all logistical details needed and communicate with appropriate stakeholders.

(2 weeks) – Confirm all vendor plans and on-site set up plans. Finalize timeline.

(2-3 days) – Collection, delivery and load-in of any materials/supplies needed for event.

(Event day) – Set up; execution of event; breakdown/load-out.

POST EVENT:

(2-4 days) – Secure and pay outstanding invoices. Report to the Ronald McDonald House of Scranton on the successes of the event. Distribute any winnings/prizes as necessary.

(1 week) – Debrief on successes and lessons learned for future planning. Share attendee list with email addresses to Foundation, for distribution of thank you letters.

(60 days) – Deadline to send Ronald McDonald House of Scranton check of funds raised.

Example Event Promotion Checklist

PRIOR TO EVENT

(4 months) – Create promotional plan; begin developing online and communications materials. Share all marketing collateral that uses the Ronald McDonald House of Scranton logo with RMHS Staff for review and approval.

(3 months) – Share invite; continue promotional plan; add event to community calendars. Work with Staff on any needs/deliverables, such as setting foundation collateral.

(1 month) – Share event information with media; ramp up social media efforts.

(2 weeks) – Send reminder communication; continue social media efforts.

(2-3 days) – Share final event logistics and special information with attendees.

(Event day) – Coordinate social media coverage on site, coordinate with any media that attend.4

POST EVENT

(2-4 days) – Send thank you notes; share images; share success on social medial.

(1 week) – Send survey to guests. Communicate funds raised to Foundation.

Talking Points & Keys Messages

Word of mouth is just one of several ways to promote your fundraising event. The following talking points and key messages are available to reference as you work to build support for your event using a variety of communication channels.

About Ronald McDonald House of Scranton and the two core programs

Ronald McDonald House

Ronald McDonald Houses are built on the simple idea that nothing else should matter when a family is focused on healing their child. Families with a child being treated at a local hospital may be eligible to stay at one of the Ronald McDonald Houses. Each guest family has a private bedroom and bathroom, and access to a full kitchen, laundry room, living room, playroom, and outside play areas. We do not ask for a donation and provide our services completely free of charge because we never want a family to feel awkward about staying with us for financial reasons.

Ronald McDonald Family Rooms

Ronald McDonald Family Rooms offer families a comfortable and welcoming place to rest and regroup right in the hospital, just steps away from their sick child. While services may vary from room to room, families will often find a kitchen area with a refrigerator and/or microwave, laundry facilities, seating area with TV and reading materials, internet access, coffee and friendly faces from Ronald McDonald House of Scranton volunteers,

About Your Event *customize as needed

- [Event Name] is a [short description] benefiting Ronald McDonald House of Scranton.
- If applicable, add a short personal story about your connection to Ronald McDonald House and/or Ronald McDonald House Charities.
- Include a call to action (should people purchase tickets, donate, sign-up, form a team, collect supplies, etc.?)
- Provide a website and/or phone number where people can reach you to learn more about the event. Promote your event hashtag and tag Ronald McDonald House of Scranton on social media.

Benefiting Logo Use & Brand Guidelines

Prior to the distribution of any event collateral using the Ronald McDonald House of Scranton logo, please contact Executive Director, Richard Bradshaw, <u>rich@rmhscranton.org</u>.

Brand Guidelines to follow:

- Use Ronald McDonald House of Scranton in its full name.

Logo Usage Rules:

The integrity of the logo must be respected at all times. Don't stretch, condense, or otherwise morph or manipulate it. Any modification of the Ronald McDonald House of Scranton logo confuses its meaning and diminishes its impact.

- Do not distort the logo. Always leave the logo in the correct proportion.
- Do not stretch, skew, or alter its original size.
- Do not add effects to the logo.
- Do not add embellishments like drop-shadows, embossing, etc. to the logo.
- Do not change the font style of the logo.
- Do not change the scale of the elements.
- Do not place the logo on a busy background.



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Alternative Options:



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Ronald McDonald House of Scranton logo colors:

Red:	Yellow:	Black:
Pantone: 485	Pantone: 123C	100% Black
C:5 M:97 Y:100 K:0	C:0 M:23 Y:93 K:0	C:0 M:0 Y:0 K:100
R:218 G:41 B:28	R: 255 G:200 B:41	R:o G:o B:o
Web: Da291C	Web: FFC829	Web: 000000

Ronald McDonald House of Scranton tagline color:

Gray: 50% Black C:0 M:0 Y:0 K:50 R: 153 G: 153 B:153 Web: 999999

Ronald McDonald House of Scranton alternate text color:

Blue: Pantone: 660U C:63 M:38 Y:0 K:0 R:98 G:142 B:204 Web: 638DC9

How to Spread the Word

EMAIL OUTREACH

E-mail is a powerful way to promote your third-party event as well as a fast and effective way to thank your supporters following the event. With a targeted list and powerful message, e-mail allows you to efficiently invite and entice people to participate.

SAVE THE DATE

- Using e-mail to send a save the date is a cost-effective way to introduce supporters and potential supporters to your event.
- Be clear and concise.
- Consider having a consistent design across all of your event materials.
- Provide the essentials:
 - Event Name
 - Date, time, and location
 - Call to action
 - Dynamic design or image
 - logo or information *

E-MAIL INVITE

- Showcase your specific event theme and include imagery.
- Include a brief description of the event that clearly outlines what the event is and the benefit of attending.
- Include a call to action call, go online, purchase your ticket, etc.
- If approved for logo use, may include the Ronald McDonald House of Scranton logo.*

THANK YOU NOTE

- Thank participants and supporters within a few days of the event taking place.
- Include a personal anecdote about how the participants' support is making a difference (see infographic on page --)
- Include information about funds raised or impact, if available.
- Consider including a link to a gallery of event images and encourage people to share on social media.
- Hint at plans for next year, if applicable.

*Our organization name and logo are among our greatest assets. In order to protect and maintain these, all communication featuring the benefiting logo must be approved by Ronald McDonald House of Scranton Executive Director prior to distribution. Please send all collateral to Richard Bradshaw for review and approval. Let's Get Social

Facebook/Instagram – Post It!

- Share the link to your fundraising page to get the word out about your fundraising.
- Tag friends who donate to say thank you and share regular updates with your process.
- Include a link to your fundraising page every time you post an update.
- Post photos and stories.

Twitter – Tweet It!

- Tweet several times weekly about your commitment to your fundraising goal.
- Include a link to your personal fundraising page in tweets and in your bio.
- Mention friends in tweets to thank them for their donation.

Message – Text It!

- Send a text asking people to donate include the URL for your fundraising page.
- Send a quick text message to the donor to thank them immediately after they make their donation.

Sample Social Media Posts

To post these: log in, copy the message you like below, and paste as a status or update!

- Every dollar counts, Keep Families Close <u>#forRMHS</u> and join my fundraiser today to help us serve more families: [Event Link]
- Last year, [Tag Ronald McDonald House of Scranton] served (#of children), and that is something to smile about! Join my fundraiser today to help more kids: [Event link] <u>#ShowYourStripes #forRMHS</u>

Be sure to tag Ronald McDonald House of Scranton in your posts!

Facebook: /RmhScranton Twitter: /RMHouseNEPA Instagram: rmhscranton

Media & Publicity

Many third-party events may appeal to the greater community. Sharing information about your event with media outlets is one way to help spread the word. While media coverage is never guaranteed, the following tips may help you think through this part of your promotional efforts.

- **Give the media lead time** to share story opportunities, reach out two to four weeks before an event.
- **Consider the calendar of events** Media outlets often have areas where the public can submit events for consideration to be added to a community calendar.
- Think through visuals Events as coverage opportunities are more enticing for broadcast outlets when you can share how and why the event will be visually interesting for viewers – is it a timely event? Does it feature a celebrity speaker? What's the compelling reason to cover this?
- Do your homework Does the media outlet reach your intended target audience for your event? Do they typically write stories about events? When you do your research, you can customize your outreach for consideration. Events with a human-interest angle are much more appealing to cover.

While we encourage third-party event organizers to publicize their events benefiting Ronald McDonald House of Scranton, third parties are not authorized to speak with the media on behalf of Ronald McDonald House of Scranton. Any media outlet interested in speaking with a Ronald McDonald House of Scranton representative must be direct to:

Richard Bradshaw Executive Director Ronald McDonald House of Scranton, Inc. rich@rmhscranton.org (570) 969-8998 Contact: [Event point of contact name] [Phone number] [E-mail address]

FOR IMMEDIATE RELEASE

[Headline] [Event to benefit Ronald McDonald House of Scranton]

City, State (Date of Release) – [Summarized what the announcement is. Opening paragraph should get the reader's attention while providing the key facts. Limit this paragraph to 2-3 sentences]

[Continue to provide important information about the event. The most important information should appear toward the top of the release.]

Ronald McDonald House of Scranton eases the hardship of children's illness on families through two core programs that directly improve the health and wellbeing of children in local Northeastern Pennsylvania Hospitals.

[Include a quote from a leader or beneficiary.]

[Include any closing information. For more information, visit (event URL or call xxx-xxx-xxxx)]

Be sure to spell check your release

Before distribution, please send any release that mentions Ronald McDonald House of Scranton with Richard Bradshaw (rich@rmhscranton.org).

About X, Y, Z, Event

[Include 3-4 sentences about your organization or event]

About Ronald McDonald House of Scranton (RMHS)

Ronald McDonald House of Scranton, a non-profit, 501(c)(3), eases the hardship of children's illness on families through programs that directly improve the health and wellbeing of children. Through its two core programs: Ronald McDonald House and four Family Rooms keep families with sick children together and close to the medical care their child needs at leading local hospitals. RMHS programs not only provide access to quality health care, they enable family-centered care ensuring families are fully supported and actively involved in their children's care. For more information visit rmhscranton.org.



Donation Information:

- Ronald McDonald House of Scranton's Wg is available upon request.
 - IRS Tax ID# 23-2400153
- Donations following your event may be sent to Ronald McDonald House of Scranton in two ways:
- Via Check
 - Make checks payable to: Ronald McDonald House of Scranton
- Via Via Memo: Event Name
- Via Address: 332 Wheeler Avenue Scranton, PA 18510
- Via online donation/credit card: https://rmhscranton.org/donate-today/
 - Simply list your event name when paying
- Cash
 - We are happy to accept and receive donations in whatever form they come! But, for safekeeping, please do not mail cash to us.
 We don't want it to get lost en route. Instead, write a check for the donation amount and mail it in with your name on the check's memo line and attach a note with the donor(s) name(s) and address(es).

If you are submitting your donation online, please email your event financial statement within thirty (30) days of the event's conclusion to Ronald McDonald House of Scranton, Executive Director, Richard Bradshaw, rich@rmhscranton.org; If you are mailing your donation, please include the financial statement along with the check.

If you still have questions **after reading** through this document, contact, Ronald McDonald House of Scranton Executive Director, Richard Bradshaw, at <u>rich@rmhscranton.org</u>.

Ronald McDonald House of Scranton, Inc. ANNUAL REPORT & YEARLY ASSESSMENT 2018



332 Wheeler Avenue | Scranton, PA 18510 | (570) 969-8998 | rmhscranton.org



On behalf of the families we support

THANK YOU!



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332 Wheeler Ave, Scranton, PA 18510 (570) 969-8998

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