

Fundraising Toolkit



Ronald McDonald
House Charities®

Chicagoland & Northwest Indiana





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Fundraising Toolkit

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Our Mission

RMHC-CNI



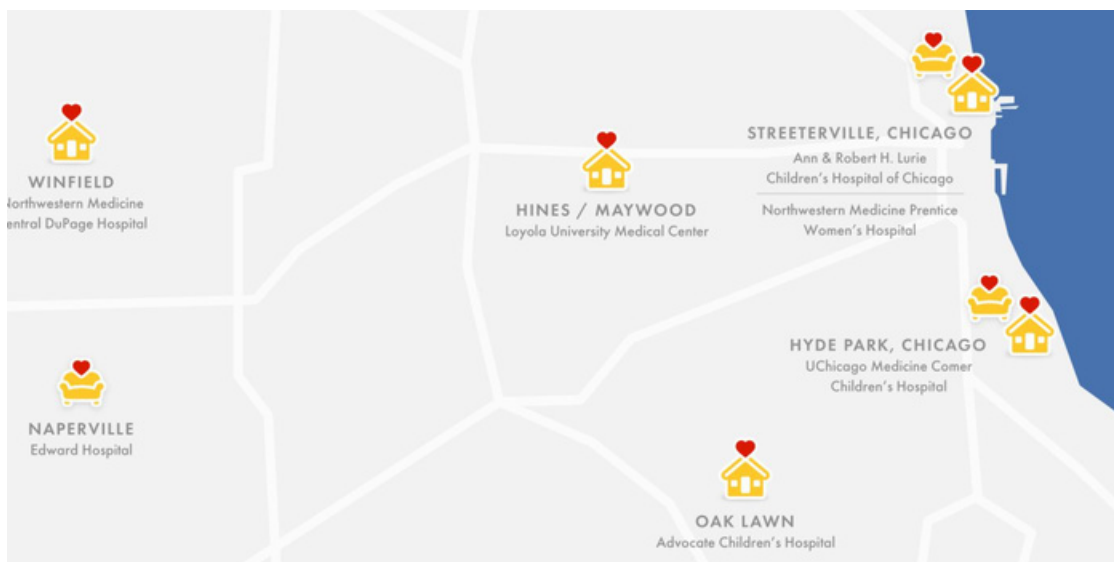
Our Houses and Family Rooms

At Ronald McDonald House Charities of Chicagoland & Northwest Indiana (RMHC-CNI), we believe that when a child is sick, a family is sick. We exist to help families get better, together. We keep families with hospitalized children close to each other and the care and resources they need. Our six Ronald McDonald Houses and three Ronald McDonald Family Rooms provide support to families while their children are being treated at nearby hospitals. We offer comfortable, private rooms where families can get a good night's rest knowing their child is close by. The Charity also operates the Ronald McDonald Care Mobile® program, providing medical care to children in underserved areas.

On any given night, RMHC-CNI serves 172 families because we believe no sick child should be alone and no family should be apart. With the help of dedicated volunteers and generous donors, we create places of healing and hope. Our Ronald McDonald Houses and Ronald McDonald Family Rooms allow families to access healthcare while staying close to their hospitalized child and provide a community who will support them throughout their child's journey. RMHC-CNI saves families more than \$9 million in hotel and food costs each year. In 2022, we celebrated 45 years of serving families in Chicagoland & Northwest Indiana. To learn more about RMHC-CNI, scan the QR code below or [click here](#) to watch a short video.



Our Locations





Our Brand

In any materials you create, please use our full name "Ronald McDonald House Charities of Chicagoland & Northwest Indiana", subsequent references can appear as 'RMHC-CNI'.

Our Logo

[Click here for downloadable versions of our logo.](#)

It is preferred to use the full color version of the logo whenever possible with either black or RMHC blue for the logo text. In situations where the logo will be placed on a dark background, use the white logo for better legibility.

Please do not stretch or distort the logo. Do not add effects, embellishments (like embossing or shadows). Do not separate elements of the logo (house, heart, letters) or change the scale of the elements.



Colors

Primary



Printed Materials
Pantone: 660 U
CMYK: 63, 38, 0, 0

Digital Applications
RGB: 72, 114, 174
HEX: #4872AE



Printed Materials
Pantone: Black 7 U
CMYK: 57, 51, 57, 23

Digital Applications
RGB: 102, 102, 102
HEX: #666666

Secondary



Printed Materials
Pantone: Cool Gray 2 U
CMYK: 0, 0, 0, 20

Digital Applications
RGB: 204, 204, 204
HEX: #CCCCCC



Printed Materials
Pantone: 123 C
CMYK: 0, 23, 93, 0

Digital Applications
RGB: 255, 200, 41
HEX: #FFC829

Tertiary



Printed Materials
Pantone: 485
CMYK: 5, 97, 100, 0

Digital Applications
RGB: 218, 26, 0
HEX: #DA1A00



Printed Materials
CMYK: 0, 0, 0, 100

Digital Applications
RGB: 51, 51, 51
HEX: #333333



Printed Materials
CMYK: 0, 0, 0, 0

Digital Applications
RGB: 255, 255, 255
HEX: #FFFFFF



Prior to the distribution of any event collateral using our charity name and/or logo, please contact Meg Usher, Development Coordinator at musher@rmhccni.org for approval.



Step 1: Choose Your Fundraising Event



PLAY/COMPETE

Organize a golf, kickball or soccer tournament, bowling event, karaoke night, game night, chili cook-off or a fun run and ask and raise funds via admission, selling food and drinks, participating in contests, raffles, etc. Everyone loves a little friendly competition!



CELEBRATE

Turning a year older? Celebrating a milestone? Getting married? Ask friends and family to donate to RMHC-CNI in lieu of presents. You can do this through our [JustGiving site](#) or on [Facebook](#)!

TRIVIA NIGHT

Set up a trivia night for friends or coworkers or even persuade your local bar or restaurant to donate proceeds from their trivia night!



HOST A DINNER PARTY, BBQ, OR GALA



Invite friends, family or coworkers to your event and ask for donations to attend. This is a fun way to spend time with others, while raising awareness and funds for RMHC-CNI.

'DAY OFF' RAFFLE

Who wouldn't pay \$10 or \$15 to have a chance for a paid day off? Ask the question to your teammates and see if this is a possible fundraiser at your organization.

CAR WASH OR LEMONADE STAND

A great way to get kids involved in fundraising in your community!



OTHER IDEAS



- Bake sale, garage sale
- Concert
- Schools: dances, dress days, talent show, battle of the bands
- March Madness bracket competition
- Movie night
- Video or board game tournament
- Polar plunge
- 10,000 step per day challenge



DID YOU KNOW?

Adding a silent auction to your event can generate a lot of funds! Reach out to your favorite local business such as restaurants, gyms, movie theaters, etc. to ask if they can support your event.

If you need more assistance with deciding on a fundraising event, reach out to Meg Usher, Development Coordinator, at musher@rmhccni.org for more information!



Step 2: Register Your Event

Submit Your Event Application

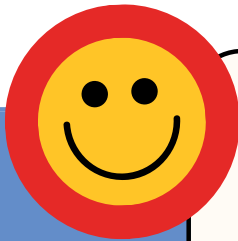
To get your fundraising event started, submit your application on our website so we have more information about your event. Approval must be obtained before you advertise or hold your event

Please ensure to read through our Third Party Fundraiser Guidelines before submitting and application. [Click here to access the guidelines.](#)

Event Application



Fundraiser Guidelines



Create an Online Fundraising Page



Set up your own fundraising page through JustGiving! Fundraising online also means you can send out emails or post on social media with a direct donation link to help you reach your goal! Your friends will receive a tax receipt automatically to after donating.

To register, simply navigate to the [RMHC-CNI JustGiving page](#) and click the 'Fundraise for us' button to create your fundraiser. Copy your personal fundraising page URL and share via email or social media to your friends, family and co-workers! If you have questions about setting up your page, reach out to Meg Usher at musher@rmhccni.org,



Step 3: Plan Your Event

DON'T FORGET

Remember - There are many ways to save on expenditures for your event, such as getting local business support to help with catering or food costs, venue costs, decorations and event promotion.

Create a Budget and Fundraising Goal

It's very helpful to create a fundraising goal and prepare a budget to keep track of your expenses.

For example: Your goal is to raise \$2,000 and you have decided to organize a kickball tournament for 50 people. You decide to charge participants \$50 each to attend, which raises \$2,500. That leaves you with \$500 (or \$10 per head) to spend on catering, venue, decorations, promotion and other expenses.



Send Event Invitations

Using e-mail or text message to send a save the date or event invitation is a cost-effective way to introduce supporters to your event.

Here's some tips and tricks when sending out invitations:

- Be clear and concise.
- Have a consistent design across all event materials.
- Provide the essentials:
 - Event Name
 - Date, time, and location
 - Call to action – how to sign up or buy a ticket
 - Contact information for questions
 - Information about RMHC-CNI (if you include the logo please refer to page 4 for our brand information)

Promote Your Event



There are so many channels you can use to spread the word: email, social media, flyers, and direct mail are just a few ideas! You can also count on word of mouth. Ask your friends and family to share the fundraiser details with their networks as well! You can even reach out to your local newspaper to promote your event. To give you a head start, we've put together some ideas and templates as a guide when promoting your event and asking for donations.



Share on social media

[Click here](#) or scan the QR code below for example social media posts for Facebook, LinkedIn, Twitter and Instagram.

- Share your flyer and other event materials
- Share the link to your fundraising page to spread the word
- Add your fundraising link to your bio on social media
- Tag friends who donate to say thank you and share regular updates about the event
- Post photos and stories to promote the event

Gain business support

In addition to asking for donations from individuals, you may consider approaching local businesses to support your event. They may be able to help you with monetary or in-kind donations, post flyers in their stores, or auction/raffle items. Businesses can also sponsor your event to help with expenses. For example, consider asking your local:

- Butcher or grocery store to provide food or beverage items
- Party supply store to provide decorations and other items like napkins or plates
- Fitness studio for a free classes to use in a raffle/silent auction
- Bakery to provide bread or dessert items
- Beverage retailer to provide beverages
- Golf club to donate a round of golf to use in a raffle/silent auction

If you work, you can speak to your employer about sponsoring your event or matching donations that other staff members make to your event. You can find more information about [employee matching here](#) or scan the QR code on this page.

Example Social Media Posts



Employee Matching



Day of Event Information



Event Tips & Tricks

Here are some 'day of' event tips:

- Welcome guests and fill them in on the event schedule, such as what time you will be serving lunch / having breaks; if there are any competitions / raffle draws, etc.
- Talk about why you are supporting Ronald McDonald House Charities of Chicagoland & Northwest Indiana. You may have had to rely on the House or know someone who has. What is your connection to the organization? How has it impacted you?
- Ensure you have a safe place to store the donations you receive and a way to track your donations.
- Bring change with you in case people need it when giving cash donations.

Mission Moment



"During an incredibly helpless and overwhelming time, we were immensely grateful to have somewhere comfortable to sleep each night, meals taken care of, and transportation to be with our baby no matter what time of the day," says Jessica, Bode's mom. "It wasn't just 'one less thing to worry about,' it was 'nothing to worry about.' In the scariest moments of our lives as new parents, Ronald McDonald House allowed us to simply focus on our baby."

After Your Event



Monetary Donations

Once you have paid your expenses and collected donations, you can send the donations to RMHC-CNI. If you chose to fundraise through a [JustGiving page](#), your donations go directly to RMHC-CNI. If you have cash donations, please read the following instructions for how to send us funds:

1. Via check
 - Make checks payable to Ronald McDonald House Charities of Chicagoland & Northwest Indiana
 - Memo: Event Name
 - Mailing Address:
RMHC-CNI
Tripp Ave at Airmail Rd
PO Box 7002
Hines, IL 60141
1. Via online donation form with a credit card
 - Submit donation on our website
 - Add your event name and description to the comment box
2. Cash: We are happy to accept donations in the form of cash but for safekeeping, please do not mail cash. Instead, write a check for the donation amount and mail it in following the check instructions. Feel free to attach a note with the donor names, addresses and amounts if you'd like us to send thank you's.

Thanking Donors and Sponsors



Once the event has concluded and you have determined how much you raised, send thank you letters or emails to your sponsors, donors and supporters. It is very important to thank those who have supported you. Below are a few tips when sending thank you notes. We would be happy to provide some assistance and guidance if needed.

- Include a personal anecdote about how the participants' support is making a difference.
- Include information about funds raised and impact.
- Consider including pictures from the event or link to a gallery of photos that people can share on social media.
- Hint at plans for next year's event, if applicable.



How We Can Help

IMPACT STATISTICS

RMHC-CNI is able to provide you with updated impact statistics if needed. This includes information such as number of families and children served, number of nights provided to families, average length of stay, number of meals served etc. Please contact Meg Usher at musher@rmhccni.org for this information

SHARE ON SOCIAL



[@ourmcdonald](#)



[@Ronald.McDonald.House.CNI](#)



[@rmhccni](#)



[@RMHCCNI](#)



[linkedin.com/company/690722/](https://www.linkedin.com/company/690722/)

PROMOTION



If you have created any promotional materials for an event, we can do our best to share your message with our applicable audiences. Remember - send your materials to Meg Usher at musher@rmhccni.org for review before distributing to the public.

VIRTUAL OR IN PERSON SPEAKER

Let us know if you'd like to have an RMHC-CNI representative attend your event and answer questions about the organization. We may be able to provide help based on the size of your event and our team's availability.

PRINTABLES

Check out [this link](#) or the QR code below for a few flyers we have provided for you. Print them as you'd like to utilize for your events. If we can support you by helping to create additional materials like this, please let us know!



THANK YOU!

Thank you so much for your effort in raising funds to help families at RMHC-CNI get better together. We are so grateful for your support and generosity.

