

## Ronald McDonald House of Rochester, MN Community Fundraiser Guide



So you want to host a fundraiser for the Ronald McDonald House? We are grateful that you want to use your fundraising super powers to benefit the families at the Ronald McDonald House of Rochester, Minnesota! Dollars raised by heroes like you make it possible to provide a home-away-from-home right here in Rochester for families seeking the medical care their children need. Your mission is to start with this Community Fundraiser Guide and learn how you can be a successful fundraiser and support the Ronald McDonald House!

### Getting Started

- Review the Community Fundraiser Tip Sheet and Guidelines
- Complete and submit the Community Fundraiser Approval Form
- Receive a response from the Ronald McDonald House and start fundraising

### About the Ronald McDonald House

Mission: The Ronald McDonald House® of Rochester, Minnesota provides a home-away-from-home and offers support to families seeking medical care for their children.

The Ronald McDonald House is a place where a kid can be a kid, where there is laughter around a campfire after a tough day at the hospital and sometimes a tear or two shed. It's a place that is possible because supporters like you rally behind families facing tough medical diagnoses and make it possible to erase the worry for parents about where they will stay close to the care their kids need. The 70 room facility in Rochester, Minnesota is a home-away-from-home for hundreds of families each year.



### About Community Fundraisers

A community fundraiser is an event or promotion initiated and lead by you, our community of Ronald McDonald House supporters. Community fundraiser organizers agree to take on the planning, promotion and execution of an event where the purpose is to raise funds to benefit the Ronald McDonald House. Community fundraisers are different than our signature events which are driven by our staff team.

## Be Set for Success

1. Plan – Use the “Important Questions to Ask” section to help guide you. Think through the who, what, when, where, why.
2. Share Your Story – Tell your participants why you are supporting the Ronald McDonald House. If you are a former guest family or honoring a former guest family, let people know the impact the House has made on your life. If you are a volunteer, donor or community member, share why the House is important to you and the families it supports.
3. Measure Your Success – Keep track of your proceeds and expenses. Schedule a time to visit the Ronald McDonald House to drop off your donation and leave a lasting impact on the House’s future.
4. Give thanks – Be sure to thank each and every donor or participant for the incredible gift they are giving to Ronald McDonald House families. Hang signs, write notes, make calls, let your donors know how thankful our families are!

## Important Questions to Ask

How much time can I dedicate to my Community Fundraiser?

Who can help me with my Community Fundraiser?

Who is my target audience for my Community Fundraiser?

How will I promote my Community Fundraiser?

Are my expenses low to help maximize my donation to the Ronald McDonald House?

Am I abiding by all local laws, including gambling and alcohol sales?

## Community Fundraiser Ideas

Sales – Bake Sale, Garage Sales, Craft Sales

Endurance Events – Races, Bike Rides, Walks

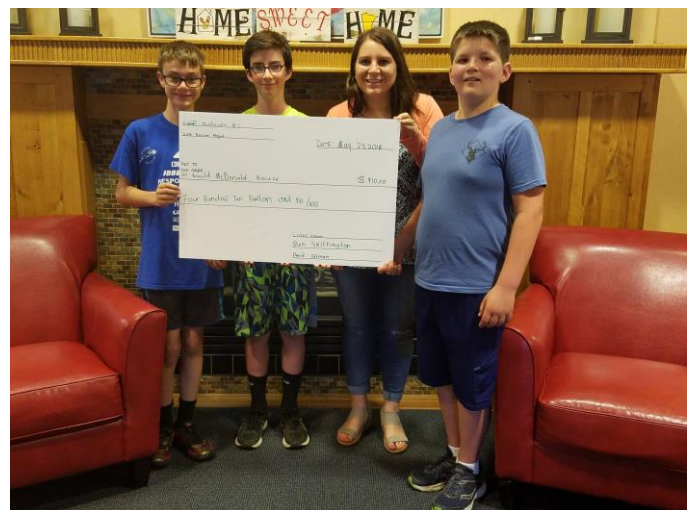
Tournaments – Golf, Tennis, Darts, Pool, Bean Bags

Donations in Lieu of Gifts – Birthdays, Anniversaries, Holidays, Retirements, Work Gift Exchanges

Percentage of Purchase Nights – Restaurants, Retail Stores

Fundraise at Work – Jeans Day, Sell Lunch, Silent Auction

Use your creative to find a fundraiser that's fun and you are passionate about!



Thank you for giving the gift of togetherness for children and families staying at RMHMN!

## Logo Use and Promotions

To request the use of our logo, please contact the Ronald McDonald House at [achristensen@rmhmn.org](mailto:achristensen@rmhmn.org). Our logo may not be altered in anyway and all materials, including electronic and print must be approved by our Communications Director prior to being publicized.

## Expenses

It's important to keep in mind that as the community fundraiser organizer, you are responsible for any expenses incurred. The Ronald McDonald House will not pay for or reimburse you for any costs associated with the event. Please keep this in mind as you are planning your event and keep costs to a minimum so that maximum net proceeds can support the children and families at the Ronald McDonald House.

## Sponsorships

Please contact the House to discuss your plans for soliciting sponsorships or monetary support from local businesses in the greater Rochester area. It's important to remember that many businesses may already have a long-standing partnership with the Ronald McDonald House of Rochester, MN and may not be able to support your Community Fundraiser efforts.

## What support can the Ronald McDonald House give me?

Staff – The development team is available to answer question and provide advice as you are planning your event by contacting Samantha Whipple at 507.424.3216 or [swhipple@rmhmn.org](mailto:swhipple@rmhmn.org). Due to the size of our team, we cannot attend all community fundraising events.

Online Fundraising Page – Ronald McDonald House can help you set up and customize a fundraising page to easily collect donations via credit card through your own website.

Logo Usage – We can provide and approve use of our logo with an understanding of your fundraiser and review of promotional materials prior to their usage.

Social Media – Tag the Ronald McDonald House of Rochester, MN on Facebook or Twitter for a possible share with our page audience.

Check Presentations – The Ronald McDonald House Development Team can host your group for a check presentation and tour at the House during business hours. Please note that photos from the House cannot include Ronald McDonald House guest families.

## What the Ronald McDonald House cannot do

- Allow use of our tax exemption number
- Provide a tax receipt for contributions NOT made directly to the Ronald McDonald House of Rochester, MN
- Provide insurance coverage
- Cover expenses or provide reimbursement for expenses
- Guarantee staff, volunteer or families as speakers
- Provide contact information for donors, volunteers or guest families
- Guarantee media coverage