

# Ronald McDonald House of the Carolinas

# FUNDRAISING



## What is a Third-Party Fundraiser?

Any event solely organized by people who are non-affiliated with the organization for the purpose of raising funds and creating awareness on behalf of the Ronald McDonald House Charities of the Carolinas.

## Steps to Planning a Fundraiser:

Define the event

- Decide fundraiser type and what your group hopes to accomplish
- Decide on a date, location, theme, etc.

Review the third-party guidelines and turn in the request approval form which can be found at [www.rmhc-carolinas.org](http://www.rmhc-carolinas.org)

Spread the word!

- Develop a promotional plan for the event
- Send invitations, emails, post flyers and utilize social media
- Don't forget to submit all materials featuring the RMHCC logo for review prior to publishing

Deliver proceeds from the event to The Ronald McDonald House Charities of the Carolinas!

- Please write the fundraiser name in the "memo" line on all checks

## How can the Ronald McDonald House of the Carolinas support you?

- Listing the event on our webpage
- Social media posts on Facebook and Twitter
- Offer informational materials to display at the event
- Provide the RMHCC logo for use on promotional materials (must be reviewed and approved by RMHCC before publishing)
- Set up a group tour of our House prior to or after the event



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HOUSE CHARITIES®  
OF THE CAROLINAS