

RONALD MCDONALD HOUSE

Charities of the Carolinas

THIRD-PARTY EVENTS FUNDRAISING GUIDE



CONTACT INFORMATION

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Ronald McDonald
House Charities®
of the Carolinas



HOSTING A COMMUNITY FUNDRAISER

Thank you for your interest in hosting a fundraising activity for The Ronald McDonald House Charities of the Carolinas (RMHCC)! We are grateful for your desire in helping our “home away from home!” The many fundraising events, promotions, and sales carried out by individuals, corporations, and organizations are what make our mission possible. The fundraising possibilities are endless, but one thing remains the same – every dollar you raise allows parents and families to be near their critically ill or injured child/children and stay in our House for nights at a time.

Please review these third-party fundraising guidelines below to determine if your proposed event will comply with The Ronald McDonald House’s guidelines. If you wish to proceed with your activity, please complete the **Third-Party Fundraising Request Form** and turn it in via e-mail or in person.

EVENT APPROVAL

- Third party event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers, and liability.
- Approval from RMHCC must be received before any action can take place on any event/campaign.
- A Third-Party Fundraising Request Form must be submitted to determine if the event or campaign is within RMHCC’s guidelines and feasible within its existing annual calendar of events.
- Terms for use of RMHCC staff, volunteers, mailing lists or general publicity among our supporters should be agreed upon by RMHCC before approval of the event/campaign.

SPONSORSHIPS

- RMHCC is unable to solicit sponsors for the fundraising event and does not provide any donor or volunteer contact information.
- RMHCC will notify clients/volunteers/supporters of event details and invite them to attend third party events only when deemed appropriate by RMHCC Staff.
- Organizers should identify any businesses or individuals to be contacted for solicitation, so that RMHCC can avoid duplicated efforts. Permission must be received from RMHCC prior to soliciting any businesses or individuals in RMHCC’s name.

PROMOTION AND LOGO USE

- Always use the following language as a boilerplate when describing RMHC of the Carolinas:
 - Mission: Ronald McDonald House Charities of the Carolinas helps keep families with sick children together and near the care and resources they need.
 - RMHC of the Carolinas is a “Home Away from Home” providing hope, encouragement, and comfort when families need it the most. During any time of the day or night, families come to the Ronald McDonald House in search of a place to stay within steps of their child receiving critical medical treatment.

- RMHCC Event and Social Media Coordinator must review and approve all promotional materials that includes RMHCC logo or name prior to production or distribution including, but not limited to, press releases, invitations, brochures, letters and flyers.
- The official logo of RMHCC is a registered trademark and cannot be legally reproduced without written permission. In addition, the RMHCC logo should be used appropriately in conjunction with the event and may not be altered in any way.
- When promoting an event through social media, we ask that you tag RMHCC in all posts. The following are RMHCC channels:
 - Facebook: Ronald McDonald House Charities of the Carolinas @rmhccarolinas1
 - Twitter: RMHC_Carolinas1
 - Instagram: rmhc_carolinas
- Any contact with media must be coordinated with RMHCC.

FINANCIAL GUIDELINES

- A donation solicited on our behalf, whether the donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to RMHCC. RMHCC will determine what types of gifts can be considered tax-deductible prior to solicitation or promotion, as we are the only agents who can verify that such a gift was made, and its nature, to the IRS. This information must be made explicitly clear in promotion of the event or campaign.
- Fundraisers shall state the terms of the donation RMHCC can expect from the event/campaign (for example, 50% of profits, one-time donation of \$1,000, or all proceeds). This information **must** be made specific in event/campaign promotions.
- Organizers should also provide the date by which RMHCC will receive the donation.
- In general, we ask that no more than 20% of gross revenue generated be used to cover expenses.
- When a portion of the charge or "suggested donation" to the participant in a third-party event/campaign is not tax-deductible, a statement to that effect must be included in all appropriate materials.
- All checks should be made payable to Ronald McDonald House Charities of the Carolinas and be sent to the Ronald McDonald House, Attn: Elizabeth Stoffelen, 706 Grove Road, Greenville, SC 29605.

MISCELLANEOUS ITEMS

- Organizers who wish to request the presence of RMHCC Ambassadors or representatives should make their request at least twenty (20) days prior to the event to allow sufficient time for such individuals to be contacted and scheduled to attend. However, RMHCC cannot guarantee the presence of volunteers or staff for any third party fundraising event.
- Each request will be considered individually.
- In an effort to better support third-party events and track their progress, the "Third-Party Fundraising Request Form" needs to be completed and turned in prior to the event. Based on the information provided, staff will review the application and contact you as soon as possible to discuss the proposed third-party fundraiser and our level of participation.

IDEAS OF APPROVED FUNDRAISERS

5K Run/Walk: Host a community 5K fun run or walk for customers, vendors, employees, friends, and families.

Bake Sale: Host a bake sale of your favorite recipes.

Benefit Concert: Get a popular band or group of bands to sign on to donate a portion (or all) of the ticket proceeds.

Bingo: Sell Bingo cards and have an ongoing Bingo game.

Brown Bag Lunch Day: Ask everyone in the company to bring lunch from home and donate money that would have been spent for lunch.

Car Wash: Select a location and time for a community car wash. Invite mascots from local schools or popular radio DJs to participate.

Car Show: Plan a car show with a variety of prizes for various categories (50s, 60s, trucks, classics). Entry fee can be charged for exhibitors and spectators.

Change Wars: Departments, schools, grade levels etc. compete by collecting the most change. Create fun by subtracting funds from another group by placing pennies in other teams' buckets (silver and bills add up while pennies deduct from total).

Cookbook Sales: Compile and sell a cookbook of employees' recipes. Combine this with a bake sale or cook-off event.

Cook-off: Invite guests to compete and charge guests to sample and vote for the best dish.

Dodgeball Tournament: Collect a registration fee from teams and sell tickets. You can earn extra money by having a concession stand.

Dress-Down Day: Select a day in which employees can wear jeans or other attire that differs from your company's dress code in return for a donation.

Holiday Cookies and Cakes: Decorate pre-made cookies/cakes and sell for a donation.

Laps for Love: Secure sponsors to pay a set amount for each lap you make around a track.

Lemonade Stand: Pick a location in your neighborhood or along a walking trail and sell the classic summer drink everyone loves.

Motorcycle Ride: Charge a registration fee and collect money from businesses along the route.

Potluck: Have participants bring their favorite dish along with copies of the recipe and charge each person to eat lunch/dinner. Additional funds can be raised if you sell or auction the recipes.

Recycling Drive: Collect aluminum cans and plastic bottles all year round and donate proceeds from the recycling center.

Root Beer Floats: Sell root beer floats for \$2. Items needed are fairly low in cost.

Softball Game: Set up teams and charge an entry fee to play. If you raise enough interest, you can charge an admission fee.

Used Book Fair: Ask for donations of gently used books and sell them.

Walk-A-Thon: Participants collect pledges for each mile walked.

Additional Fundraising Ideas Include:

Bass Tournament	Fashion Show	Quilt Auction
Beaded Bracelets	Fish Tournament	Scrapbooking
Beauty Pageant	Flag Football Game	Tennis Tournament
Book Drive	Ice Cream Donations	Trivia Night
Chili Cook-Off	Kettle Corn Sale	Volleyball Tournament
Christmas Tree Ornament Sale	Kickball Tournament	Wiffleball Tournament
Dance Marathon	Poker Run	Be Creative.. You can do it!
Family Day Picnic	Pool Tournament	

Here are some helpful hints when planning a fundraiser:

- Establish a committee to plan and execute event.
- Enlist support from friends, family, and other community organizations.
- Select a fundraiser that best fits your business or group.
- Plan, promote, and publicize!

After reviewing the guidelines, complete the “Third-Party Fundraising Request Form”. Please contact Elizabeth Stoffelen at estoffelen@rmhcarolinas.com or at (864)-235-0506 with any questions or concerns.

