



wear
your
stripes
#forRMHCC

2022 Ambassador Toolkit



Welcome Letter

Thank you for becoming a part of a group of dedicated community leaders by serving as a Wear Your Stripes Ambassador. By putting the power of the red and white stripes into action to raise awareness and funds, you are investing in the Ronald McDonald House Charities of the Carolinas (RMHCC). Whether you are an individual, team, family, or corporation, you are making a meaningful impact on a cause that touches the lives of all, and that is helping keep families close when it counts the most.

Since 1989, our House has served over 12,000 families from the Upstate, our surrounding states, and even beyond our country's border with the support of those like you. Sometimes the best medicine for sick children is having their family nearby. It gives them the support, love, and comfort they need to face the unexpected.

When most of the world shut down due to COVID-19, we quickly responded by implementing safety precautions. Standing firm, we continued operating for our mission of helping our community and its families. Take a look at some of our 2021 numbers in review:



FAMILIES SERVED
881



NIGHTS PROVIDED
2216



LONGEST STAY
210 NIGHTS



DINNERS SERVED
365



COOKIES BAKED
1728



COOKIES BAKED
1728

We look forward with optimism as our House goes through a year of recovery after COVID-19 and know the needs for our programs will continue to grow. Thank you for your generosity and support in advancing our mission.

Keeping Families Close,

Michael Lanier, Development Manager
Ronald McDonald House Charities of the Carolinas



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Wear Your Stripes #for RMHCC

The Wear Your Stripes #for RMHCC is a week long social media and in-community campaign that generates awareness while fundraising for our House. Ambassadors are able to participate as an individual, team, family, company or organization by wearing the iconic red and white stripe socks as a conversation generator and share photos on social media to encourage donations. We ask each ambassador to set an individual fundraising goal of \$1000

As we kick off our 5th Year, we would like to thank last Year's 2021 ambassadors, community, and corporate partners. Together, our campaign raised over **\$35,000** in 6 short days with 17 ambassadors and over 10 sponsors.

Raising The Bar For 2022!

We are the **PASSIONATE** and **DETERMINED!** Passionate and determined to continue serving our community and their families. With that, we are setting our campaign goal at \$40,000 with hopes of nearly doubling our ambassadors and corporate sponsor. We are asking each ambassador to set a minimal fundraising goal of \$1,000.00

2022 Campaign Information

Campaign Date: Sunday, July 10, 2022 - Friday, July 15, 2022

- Thursday
July
7 **Launch Party | 6:00pm | Ronald McDonald House**
Join us for refreshments, photo opportunities, picking up your stripe gear and hear from past participants on successful fundraising tips.
- Sunday
July
10 **Official Campaign Start Date**
Throw on those stripes and let the fun begin! Don't forget to share on social media and use #forRMHCC
- Tuesday
July
12 **Food Truck Tuesday | 11:30am-1:30pm | Ronald McDonald House**
Invite your friends and co-workers and pick up lunch at the house! A portion of the proceeds from the food truck will be donated to the Wear Your Stripe Campaign.
- Friday
July
15 **Campaign Ends | 5:00pm**
Make sure to get those last donations in before 5:00pm and then join us for the After Party Celebration
- Friday
July
15 **After Party Celebration| 6:30pm - 8:30pm | Liability Brewing Company**
Join us for the wrap up celebration and awards ceremony. 109 W. Stone Ave Suite D, Greenville, SC 29609



Ronald McDonald House

Charities of the Carolinas Information

Mission: To keep families with critically ill or injured children together and near the care and resources they need.

Vision: The Vision of the Ronald McDonald House Charities of the Carolinas is for a world where all children have access to medical care and their families are fully supported and actively involved in their children's care.

DONATIONS MAKE A DIFFERENCE

Ronald McDonald Houses run just like a normal house but on a much larger scale. Our doors could not stay open without the support of the community.

\$10: amount asked per night from a family to stay at RMHCC.

However, no family is every turned away due to inability to contribute. 80% of RMHCC families are unable to make this payment. Donations cover this cost.

\$89: amount it costs RMHCC to house 1 family each night.

\$267: amount it costs RMHCC to house 1 family for a weekend.

\$623: amount it costs RMHCC to house 1 family for a week.

\$2000: amount it costs Adopt A Room for one year.

(provides us the ability to maintain one room throughout the year, from painting, to fixtures, to bedding, to televisions - all the comforts of home)

TALKING POINTS + FAST FACTS

- RMHC helps families cope better and focus on the needs of their sick child because they have support from family members and other families.
- RMHC gives families the ability to spend more time with their sick child, to interact with their doctors, and to make important decisions about their children's care.
- Ronald McDonald House serves families who must travel far from home, the House is much more than a room to stay in, it provides comfort, support and resources for families with sick children just steps from the hospital.
- RMHC gives a family with a sick child what they need most - each other
- Established in 1989
- Families can stay as long as their child remains in active treatment
- Serves families with a newborn to age 21
- 24 guest rooms each with a private bath
- Open 24 hours a day, 365 days a year
- 3 meals a day offered
- Internet access
- Laundry facilities
- Transportation
- Reasons for stay: cancer treatment, newborn and infant care (NICU), Orthopedic care (prosthetics or club feet), Gastroenterology and liver disorders, or trauma accident (car wreck).

WHAT IS NEW FOR 2022

NEW FUNDRAISING INCENTIVES

For every \$100 raised, ambassadors will receive **1** entry to one of our giveaways packages. After reaching \$1000, ambassadors will receive **2** entries for one of our giveaway packages for every \$100 raised.

RAISE
Raise \$1000 |  **WIN**
An exclusive 2022 Wear Your Stripes T-Shirt and RMHCC Tumbler

Five Major Giveaway Packages

- Yeti Cooler Package
- Family Outing Package
- Family Outing Package
- Variety Gift Card Package
- Pizza Party Package

NEW ENHANCED COMMUNITY SPONSORSHIP LEVELS & BENEFITS

Sponsorships are an excellent way to get your business or even a friend's business to support the Ronald McDonald House while gaining exposure in the community. Please see the Sponsorship Packet for more information.

NEW Casual Day #forRMHCC Flyer & Stickers

Businesses can host a casual day for a donation to the Ronald McDonald House. Please pick up a flyer and our NEW dress-down stickers that employees can wear to show why they are dressed down for the day. We suggest at least a \$10 - \$20 donation. See an RMHCC Staff member for more information.

Wear Your Stripes Day, Tuesday, July 12, 2022

The RMHCC will be selling Red & White Stripe Socks to the community to support our campaign ambassadors. We are asking community members to wear their socks on this specific day. The House will be hosting a Food Truck from 11:30 am-1:30 pm.



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ELEMENTS OF A SUCCESSFUL FUNDRAISER

Asking for donations can seem like the hardest part. Here are some key points to make your fundraiser a success! Will you be the first to reach your goal?

HAVE A CLEAR STORY & BE THE FIRST TO DONATE

Take the time to create your fundraising page profile. Tell your peers how you are connected with RMHCC, why RMHCC matters to you, and why you are participating in Wear Your Stripes

1. Start your campaign by making a personal donation. Your friends, family, and business contacts will realize how important this cause is to you.
2. Coordinate a fundraising effort tied to an activity you commit to doing if you hit a fundraising milestone. For example, maybe you will be up for being pied in the face when you hit your \$1,000 fundraising goal!

START WITH CLOSE CONTACTS

When it's time to fundraise, reach out to the people you are closest to.

1. Text your close friends with a link to donate. Ask them to donate \$10 and to ask 10 of their friends to donate \$10!
2. Write a personal plea for support to your employees, coworkers, and other peers to donate, and see if your company will match the donations.

EMAIL

Create a personalized email to send to your peers. If you directly make the ask, you have a better chance at getting donations. Check out our e-mail template

OUTLINE HOW FUNDS WILL BE SPENT

People are more willing to give once they know exactly how donations will be used. Share donation levels (\$10 covers a families cost) for encouragement.

See our mission page in this packet for more examples

GET CREATIVE

Think outside the box. Having the ability to make this campaign your own is what makes this so fun!

1. Ask a local business to donate an item (such as cooler, car lease, golf or fishing outing, restaurant gift certificate, weekend at a condo, etc.), and ask friends and family to sell chances to win the prize(s). Draw the winner at the conclusion of the campaign.
2. Secure food donations and host a lunch at the office, with coworkers donating to attend. Make it festive by encouraging everyone to wear red and white stripes.

SHARE MILESTONES

Use your personal fundraising thermometer to your advantage. Share updates on your progress and where you stand.

SOCIAL MEDIA

Broaden your reach through your social media accounts. Raise Funds AND Awareness.

1. Include photos of you rocking the red and white stripe socks
2. Instagram, Facebook, Twitter, LinkedIn... make sure you include the #forRMHCC
3. Change your profile photos to include the 2022 Wear Your Stripe Frame

GET CREATIVE CONT.

3. Ask a local business (or your business) to host an employee dress-down day – \$10 for the opportunity to wear jeans on Friday. Ask your Development Manager about Wear Your Stripes casual day flyers and stickers!
4. If you work out a gym regularly, ask a trainer to volunteer his or her time so you can raffle a month of personal training to those who donate \$20 or more to your campaign.
5. Sell the Red & White Stripe Socks for \$20 to individuals. \$20 supports a family stay for 2 nights
6. Host a Bake Sale, BINGO Night,

SAY THANK YOU

When a donation is made, send a quick thank you text, shoutout on social media, mail a card etc. You can never thank someone enough.

FUNDRAISING EXAMPLES

FUNDRAISING IDEAS

- Host a dinner or happy hour at your house for your friends or family and ask for a donation in return. Share the RMHCC mission and thank everyone for coming.
- '\$10 Tuesday' - ask your peers to donate \$10 to cover a night for a family. Share on social media throughout the day with pictures of families and facts.
- Ask your gym or yoga instructor to host a class in exchange of donations

FUNDRAISING FOR TEENS/ CHILDREN

- Create a change jar to ask for spare change
- Create a video that features your children (and family) asking for donations. Have them write a song or perform a skit. Post it on parents social media account.
- Host a coloring contest among friends using a page from the RMHC Activities Book.
- Volunteer to babysit or dog walk and ask for a donation to RMHCC
- Candy Bar Sales: Sell candy bars at church, work to friends and family

FUNDRAISING FOR BUSINESSES

- Casual Day/Jeans Day - ask your co-workers to donate in exchange for wearing jeans to work. Check with your employer first! *ASK US FOR STICKERS*
- Pie Day- Friday, raise money all week long to pie a select boss or co-worker in the face.
- Host A Food Truck during lunch and ask for a percentage of sales. Invite your co-workers and the community to come
- Ask your company to sponsor you by providing a donation match or making a gift.
- Parking Space Auction: Auction off a prime parking spot for a designated time
- Vacation Day Award: Have your employer award a free half day or whole day to the employee who raises the most money.
- Challenge Another: Challenge another business or team to raise more money than you.

CREATING AWARENESS

Another important aspect of this week is creating awareness and sharing the mission of RMHCC. Here are some ideas that you can implement during your campaign:

- Ask to speak at the beginning or end of your staff meeting to let your coworkers know you are participating in Wear Your Stripes. Share information about RMHCC, your personal experience, reasons why you believe in the mission, etc. At the end, ask for donations.
- Share social media posts that go above and beyond making an ask. Use statistics, facts about the house, your personal connection.
- Go Live on Facebook and give a tour of the House. Michael can assist and walk your followers through. (Please schedule this in advance)

SOCIAL MEDIA

A great free resource to help you this week is using social media. Sharing your reasons for why you are participating and updating your progress is a great way to gain the interest of others.



@RMHC_Carolinas



@RMHC_Carolinas1



@Rmhccarolinas1



RMHC Carolinas



Ronald McDonald House Charities of the Carolinas

#KeepingFamiliesClose

#StripesforRMHCC

#forRMHCC

SOCIAL MEDIA TIPS

- Share your fundraiser directly to your own social pages
- Tag RMHCC in your post
- Post different pictures of you in your socks
- Tag friends and family who have donated with a heartfelt 'thank you' (if they don't mind)
- Make sure not every post is an 'ask' - mix it up by sharing information about the House, statistics, your personal connection, why you wear your stripes, families RMHCC has served etc.
- Add your donation link in your Instagram bio. When posting on Instagram direct people to your donation page by saying "Link in bio".
- Share the donation link when posting on Facebook

FACEBOOK FRAME STEPS



On Sunday, July 10th, follow these steps to set up a Facebook Frame for the week:

1. Go to www.facebook.com/profilepicframes
2. Search "RMHCC Wear Your Stripes 2022"
3. "Switch back to profile picture" - select 1 week
4. Click Use Profile Picture to save

SOCIAL MEDIA TEMPLATES

CAMPAIGN ANNOUNCEMENT (1ST DAY)

You might be wondering why I am wearing these crazy socks... This week I am wearing stripes to help raise funds for Ronald McDonald House Charities of the Carolinas (@RMHC_Carolinas). For a sick child, sometimes the best medicine of all is having family nearby for more hugs, kisses and I love you's. RMHCC is able to provide just that - the gift of togetherness. My goal is to raise \$____ by this Friday! Learn more about why I am wearing #StripesforRMHCC by clicking the link in my bio. Donate if you can!

I was asked if I had what it takes to wear my stripes for Ronald McDonald House Charities of the Carolinas...challenge accepted! For the next week, I will be wearing these stripes to raise awareness and funds for an organization I care about. I wear my stripes because [fill in sentence]

Now I must ask.... Do you have what it takes to #KeepFamiliesClose by making a donation? I have set a goal to raise \$_____ by this Friday. All proceeds will support their Year of Recovery Fund. Please consider making a donation, no gift is too small! Learn more about RMHC of the Carolinas by visiting my donation page: [insert your donation link]

Why do I have these striped socks on? It's because I am participating in the Ronald McDonald House Charities of the Carolinas Wear Your Stripes Campaign! [Customize the rest]

Today is a special day! Why do you ask?? It's the start of Ronald McDonald House Charities of the Carolinas Wear Your Stripes Campaign. I am excited to announce that I've chosen to be a Stripes Ambassador! [customize the rest]

SOCIAL MEDIA TEMPLATES CONT.

GENERAL POST

Did you know that RMHC of the Carolinas served over 12,000 families since 1989? With 24 rooms in the house, families are able to stay as long as they need to ensure their child receives the best medical care. For many reasons families find themselves at RMHCC, some of which include: their child is receiving cancer treatment, recovering from a car wreck, or gaining strength in the NICU. [\[customize with your donation link\]](#)

Exciting news!! I am halfway to my goal of \$___ and I couldn't have done it without you! RMHC of the Carolinas gives families the ability to spend more time with their sick child, to interact with their doctors, and to make important decisions about their children's care. I wear my stripes #forRMHCC because [\[fill in sentence\]](#). Help me reach my final goal by clicking the link in my bio to donate. Together we can #KeepFamiliesClose

Did you know-- Ronald McDonald House Charities of the Carolinas has 24 bedrooms? This means 24 families at a time can stay at the House while their child is being treated at a local hospital. RMHCC runs just like a normal house but on a much larger scale. [\[customize with why you think people should give to RMHCC\]](#)

This campaign is heating up! We are ___ days into the Wear Your Stripes #forRMHCC and look at what you've done so far! I appreciate everyone who has donated so far. [\[customize the rest\]](#)

LAST DAY POST

Last one, best one!! Today is the last day of the Wear Your Stripes #forRMHCC Campaign! While I will be sad to see the socks go, I know that they have helped so many. RMHC of the Carolinas asks families to donate \$10 for each night they stay. However, if a family is unable to pay they will not be turned away. Can you donate \$10 today to help cover this cost for a family? Let's finish strong and help relieve this added stress. Donate here: [\[insert your donation link\]](#)

We did it! With your help we raise \$_____ in just 6 days for RMHC of the Carolinas families. [\[customize\]](#)

EMAIL TEMPLATE

Subject: Wearing Stripes for RMHC

Dear [NAME],

I am excited to share that I have volunteered to be an Ambassador for the 5th Annual Ronald McDonald House Charities of the Carolinas' Wear Your Stripes week. This means I am wearing red and white striped socks this week to raise awareness and funds for a mission I am proud to support.

The Ronald McDonald House Charities of the Carolinas opened its doors in 1989 as a "home-away-from-home" where families stay while their children undergo medical treatment. At RMHCC, parents and children lead a life as normal as possible during their traumatic times without the financial burden of costly hotel and travel expenses.

[INSERT personal note or details about your involvement and support of RMHCC, or fill in the sentence, " I Wear My Stripes Because....., Feel free to Include a picture of you in your socks]

My goal is to raise \$[Insert fundraising goal] so families can focus on what's most important - the health of their child. Funds raised during the Wear Your Stripes week will support the operations of RMHCC. You can make a difference!

Please consider donating any amount to my Wear Your Stripes Campaign here: [Hyperlink "Here" to your personal fundraising page or insert link]. Friday, July 15, 2022 is the last day to give to my campaign. **Your generous gift is tax-deductible and directly gives a family with a sick child what they need most - each other.**

Healing happens together, so please join me in providing the gift of togetherness. If you have any questions, please let me know.

Thank you in advance for your generous support.

Sincerely, [Your Name]

Ambassador Information Sheet

Please return to Michael Lanier before July 7, 2022

Ambassador Type Individual Family Team Business

Ambassador Leader Name _____

Address: _____ City: _____ State: _____ Zip code: _____

Telephone: _____ E-Mail: _____

Family | Team | Company Name: _____

Fundraising Goal: _____ T-Shirt Size: _____

Why You Are Participating In Wear Your Stripes: _____

Additional Ambassador Names T-Shirt Size

_____	_____
_____	_____
_____	_____
_____	_____

Additional Space Provided Below

For more information please contact:
Michael Lanier, Development Manager at
mlanier@rmhcarolinas.com 864.235.0506

