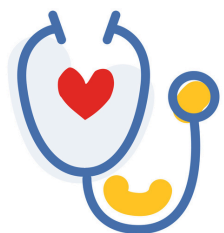




wear 
your
stripes
#forRMHCC

Ronald McDonald House of the Carolinas

Wear Your Stripes Fundraising Tool Kit



2025 Campaign Dates

Monday, March 17, 2025 - Thursday, April 17, 2025

Drop-in Pickup Party | 11:00am - 5:00pm | Ronald McDonald House | Thursday, March 13

Join us for refreshments, house tours and picking up your striped socks!

Official Campaign Start Date | Monday, March 17th

Throw on those stripes and let the fun begin! Don't forget to share on social media and use #forRMHCC

Campaign Ends | 5:00pm | Thursday, April 17

Make sure to get those last donations in before 5:00pm and then join us for the After Party Celebration

After Party Celebration | 6:30pm - 8:30pm | Greenville Drive | Thursday, April 17

Join us for the Wear Your Stripe Campaign wrap-up celebration and awards ceremony at the Greenville Drive game! Enjoy a night of baseball, celebrate our incredible supporters, and cap off the campaign with a fun-filled evening at the ballpark



About Wear Your Stripes

Wear Your Stripes Ambassadors across our community are "stepping into" the iconic Ronald McDonald red and white striped socks to raise funds and bring awareness to the mission of RMHCC. Every dollar raised helps Ronald McDonald House Charities of the Carolinas provide families with a safe and nurturing environment, access to meals and everyday necessities, and a sense of community free of charge.

Together, we enable families to stay together, and focus on their child's well-being, making a difficult situation more manageable.



With just a little bit of effort and creativity, we were able to bring awareness to RMHCC and raise funds to support their invaluable work. It was inspiring to see so many people come together. - Jessica J



Wearing our stripes is a simple gesture, but it has a powerful impact! It's an honor for our business to join this movement and support families in need. - SC Premier Signs

What is Wear Your Stripes

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.

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.

Michael Lanier, Development

Ronald McDonald House of the Carolinas
706 Greenville, SC 29605
864-235-0506

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
- Offers 3 meals a day, internet access, laundry facilities, and 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).

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.

SOCIAL MEDIA

Broaden your reach through your social media accounts.

1. Raise Funds AND Awareness.
2. Include photos of you rocking the red and white stripe socks Instagram, Facebook, Twitter, LinkedIn... make sure you include the #forRMHCC
3. Change your profile photos to include the 2025 Wear Your Stripe Frame

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 impact and donations page in this packet for more examples

SHARE MILESTONES

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

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

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!



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 Michael Lanier at mlanier@Rmhcarolinas.com for review before distributing to the public.



HOST A DINNER PARTY, BBQ, COOKOUT, LOW COUNTRY BOIL, 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 RMHCC.



CELEBRATE

Turning a year older Celebrating a milestone? Getting married? Ask friends and family to donate to RMHCC in lieu of presents. You can do this through our Classy site or on Facebook!

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.

WE CAN HELP

Let us know if you'd like to have an RMHCC 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.

If you need more assistance with deciding on a fundraising event, reach out to Michael Lanier, Director of Development, at mlanier@Rmhcarolinas.com for more information!

SHARE ON SOCIAL



@rmhc_carolinas



@rmhcc



@rmhccarolinas