

# Third-Party Fundraising Tool Kit

Thank you for your interest in collaborating with Ronald McDonald House Charities® Eastern Wisconsin! We are grateful for the support we receive from energetic individuals, businesses, organizations and student groups who want to help generate the funds and resources needed to support our mission.



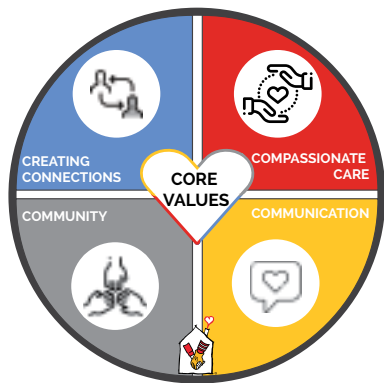
In this guide, you will find ideas, guidelines and our Partner Application to submit approval of your third-party fundraising event. We look forward to hearing from you and working together to keep families together!

Please contact [info@rmhc-easternwi.org](mailto:info@rmhc-easternwi.org) or 414.475.5333 with any questions.

## ABOUT US

### Our Mission

To keep families together and promote the health and well-being of children



Since we opened our doors in 1984, RMHC Eastern Wisconsin has been keeping families together by providing more than 49,000 family stays.

These families come from 569 Wisconsin communities, 50 states and many countries around the world whose children are receiving medical care at Children's Wisconsin or other area hospitals. In 2020, we provided 12,301 night stays. 550 volunteers share their gifts of time, talent and heart, as we offer a warm and loving environment that includes nightly home-cooked meals, spaces to play and relax and therapeutic programming. Although we suggest a \$20 per night donation from our families, no family is expected to make a financial contribution toward their stay. No matter how long or short a family stay is at the House, memories of their time here become a part of their family story. In turn, each family who calls our Ronald McDonald House® their "home" becomes part of our House story.

### Our Vision

To be an inclusive community where all children facing healthcare needs and their families benefit from our compassionate support

In addition to our Ronald McDonald House in Milwaukee, we have a Ronald McDonald Family Room®, located inside the Ladish Co. Foundation on the Oconomowoc campus of Rogers Behavioral Health. The Family Room is a welcoming, home-like space for families, just steps away from their children in the hospital. The Family Room provides family members and other caregivers a place where they can relax, prepare a meal, have a snack or rest while preparing for the emotional and mental demands of having a child in the treatment.

Your fundraising efforts will directly benefit our programs by raising both funds and awareness of our mission!



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## PREP & PLAN

Use this outline when planning your fundraiser to make it a success!

### GETTING STARTED

When planning your fundraising event, dream big and have fun! Examples of previous events include, but are not limited to: birthday parties and other celebrations, toy drives, sporting events, or events that involve your school or workplace! Whatever the event may be, make sure your plan includes a goal that you can work towards. Making participation easy & enjoyable is key!

### CONTACT US

Please submit the Partner Application at the end of this document to [info@rmhc-easternwi.org](mailto:info@rmhc-easternwi.org) for approval.

### BEFORE THE EVENT

Promoting your event is a large part of ensuring its success! Be sure to share any information about the event on social media, tagging RMHC Eastern WI. Using a unique hashtag for your event can help you keep the content organized. **All promotional materials must be reviewed by Ronald McDonald House Charities® Eastern Wisconsin prior to distribution.**

### DURING THE EVENT

Have fun! Whether you are designating donations to [our website](#), or accepting them in person, remember to thank every participant for helping keep our families together. Continue to share the run of the event on social media through pictures and videos.

### AFTER THE EVENT

Please submit all proceeds, including pledges and written accounting of the event, within 30 days of its end date. Online donations will automatically receive a receipt with tax information. For cash and check donations, please email [info@rmhc-easternwi.org](mailto:info@rmhc-easternwi.org) to schedule a drop off so that we may thank you in person!

### EVENT WRAP-UP

Remember to send or post thank you messages on social media to those who participated and/or contributed to the success of the event.



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Ronald McDonald House Charities® Eastern Wisconsin (RMHC®) is grateful to be the beneficiary of financial support as a result of special fundraising initiatives or projects by generous individuals, groups and organizations. In order to ensure all proposed fundraising projects abide by our organizational guidelines, and to comply with regulations pertaining to non-profit organizations, we require you to complete the form below and read and initial each listed item and sign off at the bottom of the following page. This policy applies to all information received both online and offline, including electronic, written or oral communications.

This commitment extends to coordinators of third-party events held on behalf of Ronald McDonald House Charities Eastern WI. In the case that RMHC® Eastern WI processes registration for an in person third-party event, attendee lists may be provided to the committee for planning purposes. In the event that RMHC Eastern WI processes donations on behalf of a fundraiser, it is our practice to not share donation amounts with event hosts. Ronald McDonald House Charities® of Eastern Wisconsin, Inc. will not trade or sell a donor's personal information with anyone else, nor send donor mailings on behalf of other organizations.

**Please return completed and signed Partner Application to [info@rmhc-easternwi.org](mailto:info@rmhc-easternwi.org).**

## Contact Information

Organization \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## Event Information

Community \_\_\_\_\_ Corporate \_\_\_\_\_

Description of Event *\*If possible, please attach flyers and/or detailed descriptions.*

Location of Event \_\_\_\_\_

Date of Event \_\_\_\_\_

### \*\*\*Community and Corporate Fundraisers Only

Are RMHC staff/volunteers needed at this event?

Staff: Yes No Volunteers: Yes No

If yes, indicate how many and what time:

Quantity: \_\_\_\_\_ Time: \_\_\_\_\_ to \_\_\_\_\_

Provide a brief description of volunteer duties:

Fundraising Goal(s): \_\_\_\_\_

Anticipated revenue: \_\_\_\_\_

% of revenue to be donated to RMHC Eastern WI: \_\_\_\_\_%

Other: (i.e.: Wish List items, gift cards, toys, etc.) \_\_\_\_\_

Will the fundraiser benefit any other organization?

Yes No

If yes, please indicate other organization(s): \_\_\_\_\_

## Other Information

How will the event be promoted? (ie: Invites, email, social media, etc.) \_\_\_\_\_

Will media be contacted? Yes No

Will the RMHC Eastern WI logo be used in conjunction with other logos, trademarks, etc.?

Yes No

### **\*If yes, proofs must be approved by RMHC Eastern WI before use.**

Has the partner ever sponsored a fundraiser for RMHC Eastern WI?

Yes No



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- Completion and return of this Partner Application for review prior to authorization to conduct an event. This form should be submitted a **minimum of 30 days prior** to date of event. RMHC will review the request. All requests will be responded to no later than 15 days after receipt. INITIAL \_\_\_\_
- Use of RMHC name or logo will only be authorized after completion and approval of form. Sponsor is authorized to use the name: Ronald McDonald House Charities® Eastern Wisconsin only in connection with the fundraising event, and only until the completion of the event, or termination of this agreement. All usage of the trademark of the Ronald McDonald House ® shall bear the registered trademark, "®" INITIAL \_\_\_\_
- Any advertisements or press releases will be produced and implemented by the sponsor. Sponsor needs to seek approval from RMHC prior to their release. RMHC must be notified if the media is contacted. INITIAL \_\_\_\_
- All communication materials must acknowledge that proceeds with benefit RMHC. INITIAL \_\_\_\_
- RMHC assumes no responsibility for promoting the event. INITIAL \_\_\_\_
- If applicable, it is up to RMHC staff discretion to involve a family, staff or volunteers at an event. INITIAL \_\_\_\_
- Event sponsor agrees to comply with all necessary local or government regulations. This includes, but is not limited to: registering with the appropriate agencies, purchasing insurance, following any rules of disclosure currently required by the IRS, liability releases and required licenses (such as raffle license) or permits. INITIAL \_\_\_\_
- The community event sponsor/organization holding the event intended to benefit RMHC agrees to indemnify and hold RMHC harmless from any and all claims that may arise as a result of this event INITIAL \_\_\_\_
- Any event which requires that the RMHC solicit its donors or Board of Directors to make or solicit purchases will not be accepted. INITIAL \_\_\_\_
- Sponsor shall perform all duties necessary for the successful completion of the event, and shall assume full obligation and responsibility for the payment of all expenses in connection with the event, without regard to the amount of funds collected for the event. INITIAL \_\_\_\_
- Sponsor agrees to deliver to RMHC, promptly after the completion of the event, the proceeds, including pledges, and to provide a written accounting of the event within 30 days. INITIAL \_\_\_\_

I have read and agree to all of the above terms.

Name

Signature

Organization

Date