



**PULL TOGETHER**

# Fundraiser Toolkit

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!

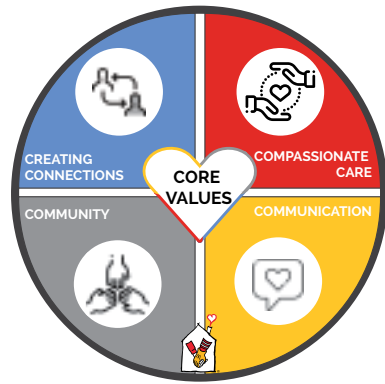


Please contact Becky Uitti, Community Events Manager, at [buitti@rmhc-easternwi.org](mailto:buitti@rmhc-easternwi.org) or 414.475.0263 with any questions.

## ABOUT US

### Our Mission

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



### Our Vision

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

Since opening our doors in 1984, RMHC® Eastern Wisconsin has been keeping families together by providing more than 52,000 family stays for families with sick or injured children receiving treatment at a partner hospital.

These families have come from 569 Wisconsin communities, 50 states and many countries around the world. In 2022, we provided 15,953 night stays to 1,835 families. Just over 350 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.

Our Ronald McDonald Family Room®, located inside the Ladish Co. Foundation Center on the Oconomowoc campus of Rogers Behavioral Health, 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 coping with the emotional and mental demands of having a child in treatment.

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





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### HERE'S WHAT WE NEED FROM YOU:

- Please complete and return a partner application for review prior to your event. Notifying RMHC® at least **30 days prior** to the event is most helpful. RMHC will review the request and respond within 15 days.
- When referencing our Chapter, please use "Ronald McDonald House Charities® Eastern Wisconsin." All usage of the trademark of the Ronald McDonald House® shall bear the registered trademark, "®." You have our permission to use our name in connection with the fundraising event and until the completion of the event, or the termination of this agreement.
- The "Benefiting RMHC" logo is the only approved logo for use in sponsor promotions.



- All advertisements or press releases will be created and implemented by the sponsor after approved by RMHC prior to their release. RMHC must be notified if the media is contacted.
- All communication materials must acknowledge that proceeds will benefit RMHC.
- RMHC assumes no responsibility for promoting the event.
- We can't guarantee that a RMHC staff member or volunteers will be able to attend an event. However, please let us know in advance/via your application if you want support.
- 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.
- The community event sponsor/organization holding the event intended to benefit RMHC agrees to hold RMHC harmless from any and all claims that may arise as a result of this event.
- RMHC cannot solicit its donors or Board of Directors, and events requesting such will not be accepted.
- Sponsor shall perform all duties necessary for the successful completion of the event and will 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.
- Sponsor agrees to deliver event proceeds, donated items and/or borrowed materials to RMHC promptly after the completion of the event.



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**PREP & PLAN:** Here's everything you need for a successful event:

### GETTING STARTED

When planning your fundraising event, dream big and have fun! Consider planning a:

- Birthday Party
- Toy Drive
- Sporting Event
- 5K Run/Walk
- Laser Tag Party
- Scavenger Hunt
- Dodgeball Tournament
- Pub Crawl
- Bowling Tournament
- Sleepover
- Fishing Trip
- Amazon Wish List Drive
- Fashion Show
- Bake Sale
- Talent Show
- Trivia Night
- Corn Hole Tournament
- Dance-A-Thon
- Holiday Party
- Garage Sale
- Candy Gram
- Pot Luck
- Raffle Drawing
- And more!

These events can be hosted individually, with friends or family, or 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 and enjoyable is key!

### BEFORE THE EVENT

Promoting your event is a large part of ensuring its success! Share information about the event on social media, tagging **@RMHCMilwaukee** and **#PullTogether**. Using a unique hashtag for your event can help you keep the content organized.

All promotional materials must be reviewed and approved by Ronald McDonald House Charities® Eastern Wisconsin prior to distribution.

### DURING THE EVENT

Have fun and make it easy! Donations can be made through [our website](#), or work with our team to create a unique QR Code to easily track and manage donations. Remember to thank every participant for helping keep our families together. Continue to share photos the day of your event on social media.

### AFTER THE EVENT

Please submit all proceeds, including pledges and written accounting of the event, **within 30 days**.

For cash and check donations, please email [buitti@rmhc-easternwi.org](mailto:buitti@rmhc-easternwi.org) to schedule a drop off so that we may thank you in person! Online donations will automatically receive a tax receipt.

In the event that RMHC® Eastern WI processes donations on behalf of a fundraiser, it is our practice not to share individual 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.

### 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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### CHECKLIST

- Consult with RMHC® Eastern WI
- Tour the House
- Choose an event
- Name your event
- Date of the event
- Location
- Event goal
- Complete application
- Invite list or open invite
- Consider/Create signage
- Determine how you will collect donations
- Select vendors
- Who will help you on the day? What is their role?

### TIPS & TRICKS

- Use social media to invite friends and family to your event!
- Use our GiveSmart webpage or QR Code to seamlessly collect your donations
- Reach out to RMHC Eastern WI for any questions or assistance
- Do some research: what has gone well and hasn't for others who have done a similar event?