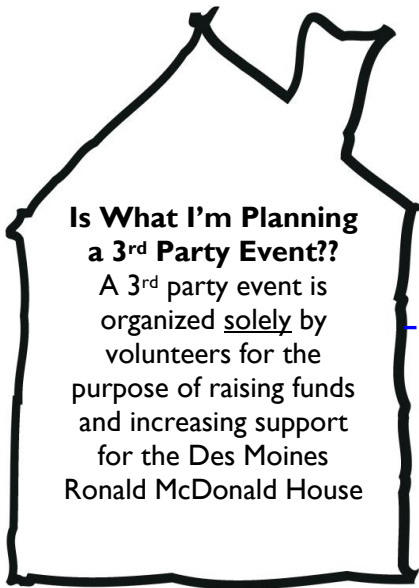




### **3<sup>rd</sup> Party Fundraising Guide**

Thank you for your interest in helping the Des Moines Ronald McDonald House meet its mission to reduce the burden of childhood illness on children and their families. This guide will assist you in ensuring that your efforts are successful. Please complete the necessary information and submit to us no less than 30 days prior to your campaign.

For more information about third party fundraisers for the Des Moines Ronald McDonald House, please contact Brenda Miller at 515-243-2111 or via e-mail at: [brenda@rmhdesmoines.org](mailto:brenda@rmhdesmoines.org).



#### **Is What I'm Planning a 3<sup>rd</sup> Party Event??**

A 3<sup>rd</sup> party event is organized solely by volunteers for the purpose of raising funds and increasing support for the Des Moines Ronald McDonald House

#### **Fundraising for RMHC...Easy as 1-2-3!**

1. Review the fundraising guide and complete the enclosed application no less than 30 days prior to your event/campaign.
2. Set a fundraising goal and organize your event/campaign. Some things to consider...
  - Venue/invitations
  - Permits/insurance
  - Event promotion
  - Refreshments

**Don't forget to submit all marketing materials for review if including the RMHC logo.**

3. Please send in proceeds from your event within 30 days. Your donation may be mailed to our offices or dropped off at your convenience.  
Ronald McDonald House Charities  
1441 Pleasant Street  
Des Moines, IA 50312

#### **Support from Ronald McDonald House Charities**

- The Des Moines Ronald McDonald House has prepared this fundraising guide to help make your event a success. Enclosed you will find...
  - Fundraising/event ideas
  - RMHC Fact Sheet and key messages
- Ronald McDonald House Charities will list your event on our website and may include information about the event in a *previously scheduled* e-blast or e-newsletter if space is available.
- Ronald McDonald House Charities can send a representative to speak at your event or at the start of your fundraising campaign if requested.
- A limited number of brochures, donation envelopes and other supplies are available to help build awareness of your event and the cause.
- A DVD can be provided to you to show to your group or organization to help share the mission of RMHC and rally support.



Thank you and good luck!

## Fundraising Ideas

- Jeans Day – Have each employee donate \$5 or other determined amount to allow them to wear jeans on a given day.
- Chores for Charities – Have kids at your school collect allowance money from weekly chores and donate to RMHC
- Host a party – Whether it's your birthday, anniversary or holiday, ask guests to bring donations for Ronald McDonald House Charities in lieu of a gift.
- Wish List Drive – Collect items from our wish list as the fee to enter a happy hour or party hosted by your company/organization.
- Hold a pledge event – walk-a-thon, teeter-totter-a-thon, run or activity and ask participants to collect pledges. Pledges can be per mile, bowling pin, pool lap, etc.
- Host a tournament – golf, bowling, Texas hold'em
- Hold a sale – garage sale, bake sale, art sale
- Hold a car wash, benefit concert, or silent auction

# RMHC 3<sup>rd</sup> Party Fundraising Application

## Applicant Information

Organization/Company:

Department/Group:

Primary Contact Person:

Title:

Current Address:

City:

State:

Zip Code:

Cell Phone:

Work Phone:

Fax:

Organization's Purpose:

Alternate Contact Name:

Phone #:

## Event Information

Event Name:

Description of Event:

Location of Event:

Date(s) of Event:

Time(s) of Event:

Anticipated Attendance:

Fundraising Goal:

Anticipated Income:

Event Budget:

Funds will be generated from the following:

Admission\_\_\_\_\_ Raffle\_\_\_\_\_ Auctions\_\_\_\_\_ Donations\_\_\_\_\_ Merchandise\_\_\_\_\_ Other\_\_\_\_\_

Will another organization benefit from this event? Please indicate the percentage of net proceeds which will be donated to RMHC:

\_\_\_\_\_ % If less than 100% please explain:

## Event Promotion

How will the event be promoted? (before, during and after the event: television, radio, flyers, posters, vehicles, etc.)

<p>Are there any media partners involved?</p> <p>No _____ Yes _____ If yes, which ones? _____</p>
<p>Has your organization ever sponsored an event for RMHC before?</p> <p>No _____ Yes _____ If yes, which events (dates/times)? _____</p>
<p>Do you anticipate this becoming a recurring event?</p> <p>No _____ Yes _____ If yes, how often (annually/monthly, etc.)? _____</p>
<p>What businesses, organizations, individuals or foundations will be approached for underwriting, sponsorship, in-kind giving, or other contributions to help your event?</p> <p>What incentives (if any) will be offered to these sponsors for their support of your efforts?</p>
<p>What, where and how will you use the Ronald McDonald House Charities name and/or logo?  <i>(Please note that any printed materials and/or online promotions which include the name/logo of RMHC must be reviewed by the Executive Director prior to usage or publication to ensure that they are consistent with RMHC standards and guidelines.)</i></p>

**Thank You For Supporting the Des Moines Ronald McDonald House!**

Please complete this application and return it to our offices at:

Ronald McDonald House  
 1441 Pleasant Street  
 Des Moines, IA 50312  
 515-243-2111  
 Fax: 515-280-3111  
[www.rmhdesmoines.org](http://www.rmhdesmoines.org)

For more information or questions please contact Brenda Miller at: [brenda@rmhdesmoines.org](mailto:brenda@rmhdesmoines.org)





# RMHC Fact Sheet

- The Des Moines Ronald McDonald House opened its doors August 29, 1981.
- Our legal name is Ronald McDonald House Charities of Central Iowa, Inc. and we are a non-profit, 501(c)(3) tax-exempt organization.
- We provide a home-away-from-home for families who have critically-ill children in area hospitals.
- Our mission is: *Enriching the Quality of Life for Children and Their Families.*
- The first Ronald McDonald House opened in Philadelphia in 1974 as the result of the perseverance and dedication of Fred Hill, then a Philadelphia Eagles football player. After his daughter Kim was treated for leukemia at the Children's Hospital, Hill became determined to help other families faced with the question of where to stay when their children are in the hospital. Hill enlisted the help of his teammates and then General Manager, Jim Murray, as well as the local McDonald's restaurant franchisees to raise funds and purchase the first House.
- The Des Moines House was the 26<sup>th</sup> House in the RMH system.
- We can accommodate 12 families at a time.
- We ask families to contribute \$10 a night for their stay. Many families cannot afford this so we waive the fee and ask them to do a chore instead. We never turn a family away for their inability to pay.
- The only requirement to stay at the Ronald McDonald House is that you live outside of Polk county and have a child 21 years old or younger being treated at an area hospital.
- Families can stay as long as their need exists, from one night to one year; the average length of stay in 2010 was 6 nights.
- In 2010, we served 332 families from 66 Iowa counties as well as several surrounding states.
- We primarily serve families whose children are premature, have respiratory problems, cystic fibrosis and cancer.
- Today, there are over 300 Ronald McDonald Houses worldwide in over 30 countries. 171 of those are in the U.S.
- We have 12 bedrooms and in 2010, we went through a major renovation adding private bathrooms to all the bedrooms.