



Fundraising Ideas & Guidelines

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COMMUNITY FUNDRAISERS are vital to Ronald McDonald House Charities, Upper Midwest. We rely on community support and community champions to raise funds that support serving 5,000 families annually.

We know that our greatest champions and most successful events come from dedicated people or teams who are invigorated by unique ideas and propelled by experience. We want to do all we can to help make your events and efforts a success, so please do not hesitate to contact us!



The sky is truly the limit when it comes to Community Fundraisers that benefit RMHC-UM. We recommend that you choosing an activity that you or your team enjoy. Here are a few ideas and suggestions:



Organizations & Groups: pay to dress down day, chili or soup contest, penny wars, bake sales, car shows, 5K run/walks, silent auctions, happy hours, yard or rummage sales, tail gate parties, seek out a matching gift, golf tournaments, live auctions or anything else you might come up with!

Schools: art sales, coloring contest, car washes, bake sales, change wars, pop tab raising, donation drives, all school challenges, card sales, or anything ese that you might come up with!

Guidelines

We greatly appreciate when individuals, organizations, and/or companies offer to host special events benefiting RMHC-UM. To best assist in your efforts, please review the following guidelines:

- Use of RMHC-UM's logo is acceptable when it is approved by RMHC-UM. Just contact us and we'll get you the highest quality logo and make sure that the publicity and promotional materials can be approved. We ask for four weeks in advance, if possible.
- The host is responsible for the entirety of the coordination efforts, marketing and promotion, sales, and full compliance of local, state and federal guidelines regarding a charitable event. If you have ideas or need help, don't hesitate to get in touch!
- We ask that the host agrees to coordinate with and request permission from RMHC-UM before soliciting individuals, organizations, and businesses in order to avoid duplicated efforts.
- The host must state the terms of the donation to RMHC-UM. As an example, 50% of profits, one-time donation of \$1,000, minimum dollar amount or all proceeds) and tender gift within sixty (60) days of the event.
- We ask that accepted industry fundraising standards are followed, so that no more than 35% of gross revenue generated is used to cover event expenses. More information can be found at www.give.org.
- A donation solicited on our behalf, whether a donation is an item or cash, is fully tax-deductible if only when it is made directly and entirely to RMHC-UM.
- We ask that the host agrees to indemnify and hold harmless RMHC-UM from any and all third party claims made in connection with the fundraiser. A certificate of insurance may be requested from RMHC-UM.

We thank you for your support and interest in RMCH-UM! Your efforts will help us serve 5,000 families annually.