



# Fundraising Toolkit

Ronald McDonald House Charities of Alabama is extremely appreciative of community members like YOU that decide to host fundraisers and events to benefit our programs. This toolkit includes important resources and guidelines to help ensure your event is a success.

# Community Fundraisers Resources & Support



## What RMHC of Alabama Can Provide

### RMHCA Benefitting Logo

Please note that RMHC of Alabama must approve all promotional materials that includes RMHCA logo or name before distributing to the public.

### Representative

Let us know if you'd like to have an RMHC of Alabama 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

### Promotion

If you have created any promotional materials for an event, we can do our best to share your message with our applicable audiences such as: website event (25K+ reach), newsletter (8K+ reach), social media (15K+ reach).

### Marketing Materials

Also include brochures, stickers, flyers, and merch subject to approval and availability. If your event includes a raffle or small auction, we might be able to provide items to support that as well.

### Printables & Video Links

Go to **this link** or scan the **QR code** to the right for a few flyers and video links we have provided for you. These can be printed and shared as you'd like to raise awareness for RMHC of Alabama at your event.



### Ready to Start Planning?

Fill out the **online form** or scan the QR code to get started.



**Contact** Maryellis.Cravey@rmhca.org with questions or for more information.



# Planning Your Fundraising Event



Here is a list of fun and creative fundraising ideas for you to consider when planning an event.

- Workplace Challenge: Challenge your team to raise a specific dollar amount. Celebrate with a pizza party, jeans/spirit day, or after-work social.
- Tournament: Organize a fishing, pickleball, golf, or kickball tournament and donate entry fees to RMHC of Alabama.
- Car Wash/Car Vacuuming
- Yard Sale
- Homemade Food Sale or Lemonade Stand
- Food Festival: Organize a chili cook-off or BBQ block party with your friends and neighbors.
- Put on a show: Organize a fashion show, karaoke night, car show etc. with your friends and donate entry fees to RMHC of Alabama.
- Restaurant Give Backs are great opportunities for large groups to fundraise. Many national restaurants offer community fundraising options. Think Marco's Pizza, Chipotle, Panda Express, Krispy Kreme and more!

Most events are comprised of a few common elements. Use this checklist to ensure your event is a great success!

- Form a volunteer committee and appoint a committee chair.
- Familiarize yourself with RMHC of Alabama so you are informed and aware.
- Brainstorm your event format, details, and fundraising goal.
- Reserve a venue/location for the event.
- Solicit prizes and sponsorships from your contacts.
- Produce event materials (posters, brochures, tickets, etc.)
- Arrange proper permits and licenses.
- Assess logistical and technical requirements for the event.
- Identify and coordinate the rental of necessary equipment.
- Thank sponsors, donors, participants, suppliers, and volunteers after the event and let them know their impact!

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# What to Do After Your Event

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Donations from an event can be sent to RMHC of Alabama the following ways:

## Check

**Make checks payable to:** RMHCA of Alabama

**Memo:** Event Name

RMHC of Alabama  
1700 4th Ave. South  
Birmingham, AL 35233



## Online donation form or credit card

## Cash

We are happy to accept donations in the form of cash but for safekeeping, please do not mail cash. Instead, write a check for the donation amount and mail it in following the check instructions. Feel free to attach a note with the donor names, addresses and donation amount if you would like for us to send thank yous.

# Thanking Donors & Sponsors

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Once the event has concluded and you have determined how much you raised, send thank you letters or emails to your sponsors, donors and supporters. It is very important to thank those who have supported you. Here are a few tips when sending thank you notes.

- Include a personal anecdote about how the participant's support is making a difference.
- Include information about funds raised and impact.
- Consider including pictures from the event or link to a gallery of photos that people can share on social media.
- Hint at plans for next year's event, if applicable.

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