Fundraising can be a challenge. We know you can be successful when you are passionate about the reasons why you run for RMHC. Whether you’re trying to hit a fundraising goal for the first time or the fiftieth, these are the steps that our best fundraisers take to become leaders on the fundraising scoreboard.

**STEP 1**  
**PERSONALIZE YOUR PARTICIPANT CENTER**

The best way to start fundraising is to personalize your fundraising page through your Participant Center (after registering). You can share your story about why you’re running and add a photo. Historically, the top RMHC fundraisers always personalize their fundraising page.

From the Participant Center, you’ll be able to send emails to friends, family members, and coworkers asking to support your Run. We’ve even included sample emails — all you need to do is personalize them, and then hit send!

**STEP 2**  
**START FUNDRAISING EARLY**

Begin fundraising 3-4 months before your Run. If you hit your goal early, increase it and see how high you can go!

Don’t worry if you get a late start, just be sure to utilize online fundraising as much as possible to catch up.

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**Sample Email Messages**

Each year RMHC helps millions of families stay close. Even during a pandemic, the need to provide compassionate care and resources to families of ill and injured children continues. I have joined Team RMHC so that I can continue to help parents & families stay together. This year, since we can’t run together on October 11th, I am running 26.2 miles on my own, no matter what. If you are able, please support me by making a donation to my personal fundraising page. Every $80 raised provides an overnight stay. Join me as Team RMHC makes an impact for those in need.

Injury and illness are not going into quarantine. That is why I’m STILL making an impact for RMHC families. Since we can’t run together right now, would you instead ‘buy me a latte’ or ‘take me out to dinner’ by making a donation to my personal fundraising page? The money you give can help keep families together while their child is sick and in the hospital.

“Your child is sick” is something no parent wishes to hear. RMHC is an organization committed to keeping families together during the most difficult times. This summer I am joining Team RMHC to fundraise and train for 26.2 miles on October 11th. Please support my efforts by making a donation to my personal fundraising page.

The last few months have been a challenge for us all, which is why I wanted to send you a quick note to share with you something I am looking forward to. Even though the Chicago Marathon has been canceled, I am committed to training, fundraising and running 26.2 miles this October. My miles will make an impact on families of ill and injured children when they need it most. Check out my personal page to follow my journey and learn why RMHC is so important to me.
STEP 3
BE SURE TO TELL YOUR RMHC STORY

This is about YOU! When your donors contribute, they consider themselves to be supporting YOU more than RMHC. Sharing your personal reasons for running may help people understand how important the cause is.

You can also send or deliver handwritten notes of appeal to those close in your fundraising network, giving a personal touch that resonates with donors.

STEP 4
EMAIL AND THEN EMAIL AGAIN

Whether you use your personal email account or your Participant Center, make sure to email your friends, family and coworkers asking them to support your Run. Make your message personal by sharing why you’re running and why funding Ronald McDonald House Charities® is important to you.

Send more than one email. Donors are often busy and have to be reminded many times before they commit to helping you. Remember that you can still fundraise after the event by sending emails.

STEP 5
USE SOCIAL MEDIA

Facebook, Twitter, and Instagram are great places to share your reasons for running and passion for RMHC. Share your personal fundraising URL in a few easy steps and reach donors in your network you might not email directly. Donors are sure to be moved when you post. Be sure to use the hashtag #KeepingFamiliesClose.

Graphic Assets for Social Media

A variety of images ready to post on social media outlets are available with this toolkit. The images include numerous RMHC family images and quotes as well as impact factoids about RMHC. Use these to help your donors learn more about the cause.
STEP 6
DOUBLE YOUR FUNDS WITH MATCHING GIFTS

Matching gifts are an easy way to increase and even double your fundraising total. You should ask all of your donors if their employer participates in a matching gifts program. Some companies require a paper form, while others complete the entire process online. You will often need our Global Office address (110 N Carpenter Street, Chicago, IL 60607) and Tax ID # 36-2934689.

STEP 7
GET CREATIVE

There are literally hundreds of ways you can fundraise for your Run. Use your own creativity to come up with fundraising ideas that work for you! Here are a few more ideas — all tested by event participants like you:

- Make a Video. Film yourself running or telling people why you’re running and share online. The more they know about your story, the more likely they are to be touched and donate.

- Office Challenge. Start an office fundraising challenge to stir up some healthy competition among colleagues or departments.

- Restaurant Fundraisers. One of the best fundraisers ideas is to contact local restaurants, bars or other vendors and see if they’ll donate back part of the proceeds from a “RMHC Night” or similar event.

NOTE: Please stay safe and follow social distancing guidelines in your fundraising efforts.

Team RMHC Logo

Use the Team RMHC logo on your fundraising materials.

Stacked logo format, preferred

Horizontal logo format

White reverse logo, use on dark backgrounds
• **Bake Sale/Lemonade Stand.** Have one at home, work, school, church/temple/mosque and use a sign saying that all donations will go towards keeping families together when their child is sick and in the hospital. Include a straight donation jar as well.

• **The Change Jar.** Leave a change jar on your desk at work and ask people to contribute loose change that is left over from lunch. A little bit can add up to a lot.

**LAST STEP**

**DON’T FORGET TO SAY THANKS!**

Most importantly, make sure you thank your donors. Saying thank you means they’ll likely be more willing to donate again next year.

The [Participant Center](#) gives you the option to automatically send your donors a thank-you email when they give online. However, it’s always a good idea to personally thank each person who donates by sending them a handwritten note, an email, calling them, or giving them a shout-out on social media.

**Thank You Cards**

Print out the blank thank you cards and send a personal hand-written message to your donors.