



Team RMHC® Toolkit

Fundraising Guidelines for Participants



Whether you're trying to hit a fundraising goal for the first time or the fiftieth, enclosed are the steps that the best fundraisers take to become leaders on the fundraising scoreboard.

STEP 1

PERSONALIZE YOUR PARTICIPANT CENTER

After registering, the best way to start fundraising is to personalize your fundraising page through your [Participant Center](#). Historically, all of the top RMHC fundraisers have customized their page by sharing their story and posting a picture.

From the Participant Center, you can send emails to friends, family members, and coworkers asking them to support your marathon journey. To make things easier, we've included sample emails (see [page 4](#)) — all you need to do is personalize them, and then hit send!

STEP 2

START FUNDRAISING EARLY

Begin fundraising 3-4 months before race day. This will give you plenty of opportunity to follow up with your friends, family and coworkers about making a donation.

If you get a late start, don't worry! A combination of online fundraising and making personalized donation requests to your inner circle will help you reach your goal in no time.

STEP 3

BE SURE TO TELL YOUR RMHC STORY

This is about YOU! When your donors contribute, they are supporting YOU and a cause that YOU care about. Sharing your personal reasons for running may help people understand how important RMHC is to YOU and the families served by the organization.

STEP 4

FOLLOW UP

Whether your sending emails, making phone calls, or texting your friends, family and co-workers about supporting your marathon journey be sure to follow up. There is a customized toolkit to help you with messaging!

Everyone gets busy and a reminder or two may help to keep your donation request top of mind.

Helpful Tip: Remember that after you cross the finish line you can still send your supporters an email encouraging them to make a donation to your fundraiser.

STEP 5

USE SOCIAL MEDIA

Facebook, Twitter, and Instagram are great places to share your reasons for running and passion for RMHC. Through your [Participant Center](#) you can share your personal fundraising URL in a few easy steps and reach your extended network. Be sure to use the hashtag **#KeepingFamiliesClose**.

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 supporters if their employer participates in a matching gifts program. Some companies require a paper form, while others complete the entire process online. You may need our Global Office address (110 N Carpenter Street, Chicago, IL 60607) and Tax ID # 36-2934689.

Team RMHC Logo

Use the Fundraising for RMHC logo lock-up on your fundraising materials.



Graphic Assets for Social Media

A variety of ready to post social media images are available in the online toolkit. The images include numerous RMHC family images, quotes and impact statements. Use these to help your donors learn more about RMHC.



STEP 7 GET CREATIVE

There are hundreds of ways you can fundraise before race day. Here are a few 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 your community knows about your story, the more likely they are to be moved and donate.
- **Virtual Bingo.** Tired of the same old boring zoom meetings, conference calls and webinars? Give Virtual Bingo a go! Run your bingo night with [Virtual Bingo Cards](#) and Zoom.
- **Trivia Night.** Everyone loves some good trivia competition. Host a virtual trivia night and winner takes half the pot! Here's a step-by-step on [how to host a virtual trivia night](#).
- **Virtual Cooking Class.** Team up with a local chef or ask a talented volunteer to help lead a class. This can easily be held virtually using a tool like Zoom and sending out an ingredient list ahead of time.
- **Playlist Fundraiser.** Invite your friends, family and co-workers to donate for the privilege of adding a song to your training or marathon playlist.
- **Finish Line Fundraiser.** Invite your friends, family and co-workers to cross the finish line with you by donating to be added to your race day shirt. The larger the donation the more prominent a spot.

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

LAST STEP DON'T FORGET TO SAY THANKS!

Last but definitely not least, make sure you thank your donors.

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.

Don't forget to share pictures of you crossing the finish line on race day with everyone who helped you along the way.

Thank You Cards

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



Sample Email Messages

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 help parents and families stay together and close to the resources they need to support their child. This year, on October 9th, I am running 26.2 miles in hopes of making it possible for even more families to access critical services. Please support me by making a donation to my personal fundraising page. Every \$100 raised can help provide an overnight stay. Join me as Team RMHC makes an impact for those in need.

This year, with every mile I run I'll be supporting RMHC families around the world. RMHC help makes it possible for families with ill and injured children to access vital healthcare services by saving families over \$443 million in out-of-pocket expenses, predominantly in meals and lodging. Every dollar you donate to my running journey can help make it possible for a family to receive a free meal or night stay at a RMHC program somewhere in the world. More importantly, every dollar raised allows families to stay close to what they need most — each other. Would you consider making a \$XX donation to my campaign.

RMHC is an organization committed to keeping families together during difficult medical journeys. By providing housing and meals, RMHC enables families to focus on making the best medical decisions as a family. This year, I am joining Team RMHC to fundraise and train for 26.2 miles on October 9th. Please support my efforts by making a donation to my personal fundraising page.

This year, I've decided to take some bold steps! I'm excited to share that I signed up for the Chicago Marathon on October 9, 2022. I have committed to training, fundraising and running 26.2 miles this October no matter what. 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.

Imagine a world where every family is able to stay together near the hospital, while their ill or injured child receives vital treatment at a nearby hospital. RMHC works every day to provide this opportunity to all families. I believe in the RMHC vision and mission and that's why I'm running 26.2 miles this October! I hope you'll support me with a donation of \$XX this year.

