



# Team RMHC® Toolkit

## Fundraising Guidelines for Participants



Whether you're trying to hit a fundraising goal for the first time or the fifteenth, enclosed are the steps that the best fundraisers take to hit their goals in record time.

### STEP 1

#### PERSONALIZE YOUR PARTICIPANT CENTER

After registering, the best way to start fundraising is to personalize your fundraising page through your [Participant Center](#). Our most successful RMHC fundraisers customized their page by sharing their story and adding 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 5](#)) — all you need to do is personalize them, and hit send!

### STEP 2

#### START FUNDRAISING EARLY

Begin fundraising 3-4 months before race day. This will give you an opportunity to follow up with your friends, family and coworkers about supporting you and making a donation. Consider planning an office fundraiser, car wash, or lemonade stand.

If you get a late start, don't worry! The number one reason people do not give is that they do not get asked. 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 friends and family 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. Update your personal page regularly with photos and tales of your journey to 26.2!

Sample Starters:

- As I'm lacing up my shoes for this year's Chicago Marathon, I'm focused on why I'm running. I've decided to raise funds for RMHC..."
- "Did you know that it costs approximately \$100 to provide a night's stay for families when they need it most? This year, I'm hoping to..."
- "Training for a marathon is tough, but it's nothing compared to the challenges families face when their child is sick. I'm running to..."

### Team RMHC Logos

Use the Fundraising for RMHC heart graphic or Team RMHC logo on your fundraising materials.



**Team  
RMHC®**



Use white reverse logo on dark backgrounds

**Note:** Please only use these logos for your fundraising efforts. The RMHC Global logo is reserved for partners fulfilling a six-figure donation commitment.

## STEP 4

### PERSONAL ASKS

**Text.** Let's face it, we are on technology for hours each day. Get creative with a text chain.

"Hey friends! 🏃, I'm lacing up my running shoes for a great cause and I could use your support! Would you be willing to donate \$XX and help me reach my fundraising goal? Every little bit counts, and together, we can make a big difference! Thanks a million! 🌟"

**Email.** Sending personal emails asking for specific donation amounts is always a must, but there are more ways to get creative.

- Put your fundraising link in your signature line. "Support my fundraising efforts for RMHC by donating HERE: [\[fundraising link\]](#). Every contribution makes a difference!"
- Heading out on vacation? Have fun with your auto-responder. "You know what's harder than digging out of your inbox after vacation? Running a marathon! This October, I will be running the Chicago marathon and could use your support. Donate to my fundraising efforts HERE [\[fundraising link\]](#)."

## STEP 5

### FOLLOW UP

Whether you're sending emails, making phone calls, or texting your friends, family and co-workers about supporting your marathon journey be sure to follow up. Everyone gets busy and a reminder or two may help to keep your donation request top of mind. There is customizable messaging enclosed and within your participant center to help with messaging!

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

## STEP 6

### USE SOCIAL MEDIA

Facebook, X (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 simple steps and reach your extended network. Be sure to use the hashtag **#TeamRMHC**.

**Please Note:** You only get credit for funds raised on Team Raiser. Funds raised via Facebook, GoFundMe, or other platforms cannot be credited to your fundraising page. If you have questions, please reach out to **Katie Marchetti** at [kmarchetti@rmhc.org](mailto:kmarchetti@rmhc.org).

## STEP 7

### DOUBLE YOUR IMPACT WITH MATCHING GIFTS

Matching gifts are an easy way to accelerate your fundraising effort. You should check in with your employer about having any donations you make matched. You should also remind all your supporters that they might be able to leverage their employers matching gift program. In order to match donations, employers may need the RMHC Global Office address (110 N Carpenter Street, Chicago, IL 60607) and Tax ID# 36-2934689.

**Please Note:** All donations should be sent to our lockbox at:

Ronald McDonald House Charities, Inc.  
Attn: Team RMHC  
26345 Network Place  
Chicago, IL 60673-1263

Be sure to ask donors to submit matching gifts early. Only donations received by October 1, 2024 will count towards your fundraising commitment and ensure your bib is not pulled prior to the marathon.

### 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 8

### GET CREATIVE

There are many ways you can fundraise before race day. Here are a few ideas:

- **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.
- **Bingo.** An activity that all can enjoy. Host a bingo night with your family and friends, in-person or virtually. Here are some [Virtual Bingo Cards](#) you can use.

- **Birthday Fundraiser.** Use your birthday to ask for donations. Turning 37? Ask for \$37 dollar gifts.
- **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.
- **Bake Sale.** Host a bake sale at a local community center, school, or religious institution. Encourage friends and family to contribute baked goods and sell them to raise funds.
- **Themed Fundraising Events.** Plan a themed event like a costume party, trivia night, or talent show. Charge an entry fee and include donation opportunities throughout the event.
- **Garage Sale.** Declutter your home and hold a garage sale. Donate the proceeds to your personal fundraising page.
- **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.
- **Corporate Gifts.** Approach local businesses for in-kind donations. They can support your fundraising event or match donations made by their employees. They could also donate items such as gift cards to use as incentives for donors.

**Please Note:** Donations made to you personally are considered gifts to you as an individual and are not tax deductible.

## LAST STEP

### DON'T FORGET TO SAY THANKS!

Last but definitely not least, make sure you thank your friends, family and co-workers for supporting you.

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 Postcards

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



## Sample Email Messages

*The need to provide compassionate care and resources to families of children who are ill and injured continues. I have joined Team RMHC so that I can help strengthen families and ensure they stay together and close to the resources they need to support their child. This year, on October 13th, 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.*

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*This year, with every mile I run I'll be supporting RMHC families around the world. RMHC help makes it possible for families with children who are ill and injured to access vital healthcare services by saving families over \$611 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.*

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*RMHC is an organization committed to strengthening families all along their child's healthcare journey. By providing housing & meals and emotional support near top pediatric hospitals, RMHC helps strengthen families and promote healing. This year, I am joining Team RMHC to fundraise and train for 26.2 miles on October 13th. Please support my efforts by making a donation to my personal fundraising page.*

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*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 13, 2024. I have committed to training, fundraising, and running 26.2 miles this October no matter what. My miles will make an impact on families with children who are ill and injured, when they need it most. Check out my personal page to follow my journey and learn why RMHC is so important to me.*

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*Imagine a world where every family has what they need to ensure the best health outcomes for their children! RMHC works every day to provide this opportunity to all families around the world. 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.*



## Sample Social Messaging

### Post 1:

Hey friends and family! I've decided to lace up my running shoes and hit the pavement for the Chicago Marathon and it's not just about the miles — it's about making a difference. I'm raising funds for Ronald McDonald House Charities, and every step I take will help strengthen families when their child is sick and in the hospital. Your donation can be the extra push that keeps me going! Click the link to contribute: [\[Fundraising Page Link\]](#)

#TeamRMHC

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### Post 2:

I'm not just running for the finish line – I'm running for Team RMHC! Join me in supporting Ronald McDonald House Charities as I take on 26.2 miles at the Chicago Marathon. Your donation will fuel my run and help support families around the world throughout their child's healthcare journey. Let's make a difference together! Donate now: [\[Fundraising Page Link\]](#)

#TeamRMHC

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### Post 3:

Running the Chicago Marathon isn't just about personal achievement – it's about making a positive impact. I'm raising funds for RMHC and I need your help to reach my goal. Your contribution will bring hope and support to families when they need it most. Donate today: [\[Fundraising Page Link\]](#)

#TeamRMHC

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### Post 4:

As I gear up for the Chicago Marathon, I'm not just running for myself – I'm running for Ronald McDonald House Charities. Your generous donation will fuel my steps and make a real difference in the lives of the families RMHC supports. Contribute today: [\[Fundraising Page Link\]](#)

#TeamRMHC

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### Post 5:

I've committed to running the Chicago Marathon to raise funds for Ronald McDonald House Charities. Your support will help make a positive impact on RMHC families around the world. Let's come together to make a difference! Click the link to donate: [\[Fundraising Page Link\]](#)

#TeamRMHC

