

3rd Party FUNdraiser



Ronald McDonald
House Charities®
Wichita



What is a 3rd Party Fundraiser?

Help Ronald McDonald House Charities Wichita (RMHC Wichita) in your own unique way, on your timetable through our Third Party Fundraiser Program.

Third Party Fundraisers invite everyone to help families by channeling their passion and talent into a fundraising endeavor. Each year, local businesses, organizations, schools, and groups volunteer their time hosting fundraisers to benefit RMHC Wichita. Hosting your own fundraiser is a wonderful way to support our mission, be creative, work as a team, and make a difference for our families. Whether your passion is running, crafting or cooking, you can help support the families who stay at RMHC Wichita!

It's Easy:

Identify Your Passion & Choose Your Event



This is your chance to be creative! Have your friends and family members help you brainstorm. Choose something you are passionate about - the possibilities are endless!

Enlist Others to Help Build Your Event



Gather your friends, family, and community members to help plan and support the event. Divide up responsibilities so that everyone has assigned tasks. Enthusiastic and dedicated volunteers will help make your event a success!

Register & Promote Your Event



By filling out the online form you will help provide our team with important information about your event.

Promote your event through social media sites like Facebook and Instagram, create flyer's to distribute to local businesses, and submit your event to local newspapers and event calendars.

Conduct Your Fundraiser & Collect Funds



On the day of your event, have fun and don't forget to take photos and tag us! All funds should be sent as one check made payable to Ronald McDonald House Charities Wichita within 30 days of the event.

Thank Your Donors & Supporters



Send a thank you note to all of your friends, family, and community members that were involved in making your event a success!



Guidelines

The following guidelines have been established to serve as a standard for all fundraising promotions, programs, special events and benefits held on behalf of RMHC Wichita by any third party, individual or group.

Things We Are Able to Do:

- * Approve your event. Approval from RMHC must be received before any action can take place on any event/ campaign. Application must be submitted to determine if the event or campaign is within RMHC's guidelines and feasible within its existing annual calendar of events.
- * Approve and review promotional materials. RMHC Wichita must review and approve all promotional materials that includes RMHC Wichita logo or name prior to production or distribution including, but not limited to, press releases, invitations, brochures, letters and flyer's. The official logo of RMHC is a registered trademark and cannot be legally reproduced without written permission. In addition, the RMHC Wichita logo should be used appropriately in conjunction with the event and may not be altered in any way.
- * RMHC may promote the event, when appropriate, in the following ways:
 - * RMHC Wichita website
 - * Quarterly RMHC Wichita newsletter
 - * Social Media (Facebook, Instagram, LinkedIn, and TikTok)
 - * Coordinate contact with any media or news outlets. Any contact with media must be coordinated with RMHC Wichita.



Things We Are Unable to Do:

- * Assist in planning your fundraising event or providing staffing for your event. Third party event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers, and liability.
- * Solicit sponsors. RMHC Wichita is unable to solicit sponsors for the fundraising event and does not provide any donor or volunteer contact information.
- * Guarantee attendance from our network of contacts. RMHC Wichita will notify clients/ volunteers/supporters of event details and invite them to attend third party events only when deemed appropriate by RMHC Staff.
- * Guarantee social media promotion. It is at the sole discretion of the RMHC Wichita Development Team to decide if third party promotions fit within the existing social media content schedule and adhere to brand guidelines.
- * Guarantee the presence of a RMHC representative. Organizers who wish to request the presence of RMHC representatives should make their request at least twenty (20) days prior to the event to allow sufficient time for such individuals to be contacted and scheduled to attend.



Our Brand

In materials please use our full name *Ronald McDonald House Charities® Wichita*

Our Logo

We can provide you with various formats and versions of our logo.

It is preferred to use the full color version of the logo whenever possible with either black or RMHC blue for the logo text. In situations where the logo will be placed on a dark background, make the logo text white for legibility.

Please do not stretch or distort the logo. Do not add effects, embellishments (like embossing or shadows). Do not separate elements of the logo (house, heart, letters) or change the scale of the elements.



Keeping families close

Colors



RED

Print
Pantone 485
CMYK: 5, 97, 100, 0

Digital:
RGB: 218, 41, 28
HEX: #DA291c



YELLOW

Print
Pantone 123C
CMYK: 0, 23, 93, 0

Digital:
RGB: 255, 200, 41
HEX: #FFC829



BLACK

Print
100% Black
CMYK: 0, 0, 0, 100

Digital:
RGB: 0, 0, 0
HEX: #000000

For tagline:



GREY

Print
50% Black
CMYK: 0, 0, 0, 50

Digital:
RGB: 153, 153, 153
HEX: #999999

Alternate text color:



BLUE

Print
Pantone 660U
CMYK: 63, 38, 0, 0

Digital:
RGB: 98, 142, 204
HEX: #638DC9



Keeping families close

Successful 3rd Party Fundraisers



Gold Key Project

ReeceNichols South Central Kansas

For each house that is sold or bought the associating agent donates \$100 to RMHC Wichita. Which pays for 1 night stay for a family. Over \$26,000 was donated to our organization in 2022!



Arch Madness Week

IMA Financial Group

IMA hosts different events throughout a week in March. They encourage employees to participate in the week of games and fun with a donation to RMHC Wichita.



Kendra Give Back Party

Kendra Scott

"WE BELIEVE THAT GIVING BACK IS THE TRUEST FORM OF SUCCESS."- Kendra Scott

Kendra Scott is a jewelery store where a portion of a days proceeds directly support RMHC Wichita's mission.



Pie It Forward

Chicken N Pickle

Throughout the year Chicken N Pickle has Pie it Forward days where each pie sold, one is donated to The Ronald McDonald House. These pies make delicious meals for our families!

Fundraising Event Ideas & Ways to Help

Are you wanting to host a fundraiser but aren't sure where to start? Here are some fun ways to raise money.

- * **RUN, WALK, SWIM or CYCLE** - find a local race in your area, challenge a friend or coworker to complete it with you and participate in the event in honor of a family or child at Ronald McDonald House.
- * **CELEBRATE** - Getting married? Turning a year older? Ask family and friends to donate to RMHC Wichita in lieu of gifts. You can easily host a fundraiser for us on Facebook!
- * **PLAY** - organize a golf outing, bowling tournament or karaoke night and ask for donations to participate, or in attendance, at the event.
- * **JEANS DAY** - ask your coworkers to make a donation in exchange for wearing jeans to work
- * **WATCH PARTY** - turn a football or Bachelor night watch party into a fundraiser. Host your friends for a watch party and donate the proceeds to your fundraising goal
- * **WISH LIST DRIVE** - host at your office or neighborhood and collect household items RMHC-Wichita needs most. Scan the QR code or check our website to view our most updated needs.



* rmhcwichita.org

- * **YARD SALE** - host a spring or fall cleaning yard sale. Sell books, household items, games and clothes and put the earnings toward your fundraising goal. Don't forget to ask friends and neighbors to pitch in.
- * **POP TABS** - collect the aluminum tabs from cans - soda, beer, soup, pet food, tennis balls and more! Make it a challenge between offices, schools or other organizations by seeing who can collect the most
- * **BAKE SALE** - Bake Sweet Treats and sell them at a school event, book club, party, Neighborhood etc.. Where the proceeds go to RMHC Wichita

Hosting an Event

www.rmhcwichita.org

Courtney Burnett

316-269-4182

cburnett@rmhcwichita.org



THANK YOU

For helping keep families

TOGETHER



Proceeds from this event support your local Ronald McDonald House, helping to provide comfort & care to families with sick kids



**Ronald McDonald
House Charities®**
Wichita

Facts about **RMHC Wichita**

- Since 1983, Ronald McDonald House Charities Wichita has been providing vital resources and compassionate care to children and their families being served by community health care providers.
- RMHC Wichita is a 501(c)(3) not-for-profit organization. We host a number of fundraising events throughout the year, and actively pursue grants. The majority of funds come from community support through individuals, businesses, churches and organizations. Additional community support comes from donation of pull tabs and wish list items.
- We have 20 rooms to host families, in a typical year we are full nearly every night.
- Families do not pay to stay here, we rely on the community to help keep us going and open. It costs us \$150 to host a family for a night.
- In addition to a room, we provide private bathrooms, large kitchens, laundry facilities, comfortable living areas, nutritious food, and the comfort of people who care
- Some families are here for a few nights, and some are here for months at a time. As long as you need us, we'll be here.
- In 2024 RMHC Wichita served over 1,600 people, with the average length of stay being 10 days.