



Ronald McDonald
House Charities®
Atlantic

PROUD SUPPORTER

Your Guide to Fundraising

and Keeping Families Close



Your fundraiser means more laughs, more meals, and more time together.

Dollars raised from your fundraiser directly supports families who find comfort in Ronald McDonald House Charities Atlantic® services while their child receives the medical care they need.

This toolkit will help you get started, keep momentum going, and feel confident in your fundraising adventure to support Maritime Families at Ronald McDonald House Charities Atlantic.

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RMHC Atlantic At A Glance

Imagine learning your child is ill and you need to travel to a different city to receive the medical care they need. In the midst of your worst nightmare as a parent, you also have to leave your home, your job and your support system. This is the reality for 78% of Maritime families with seriously sick or injured children.

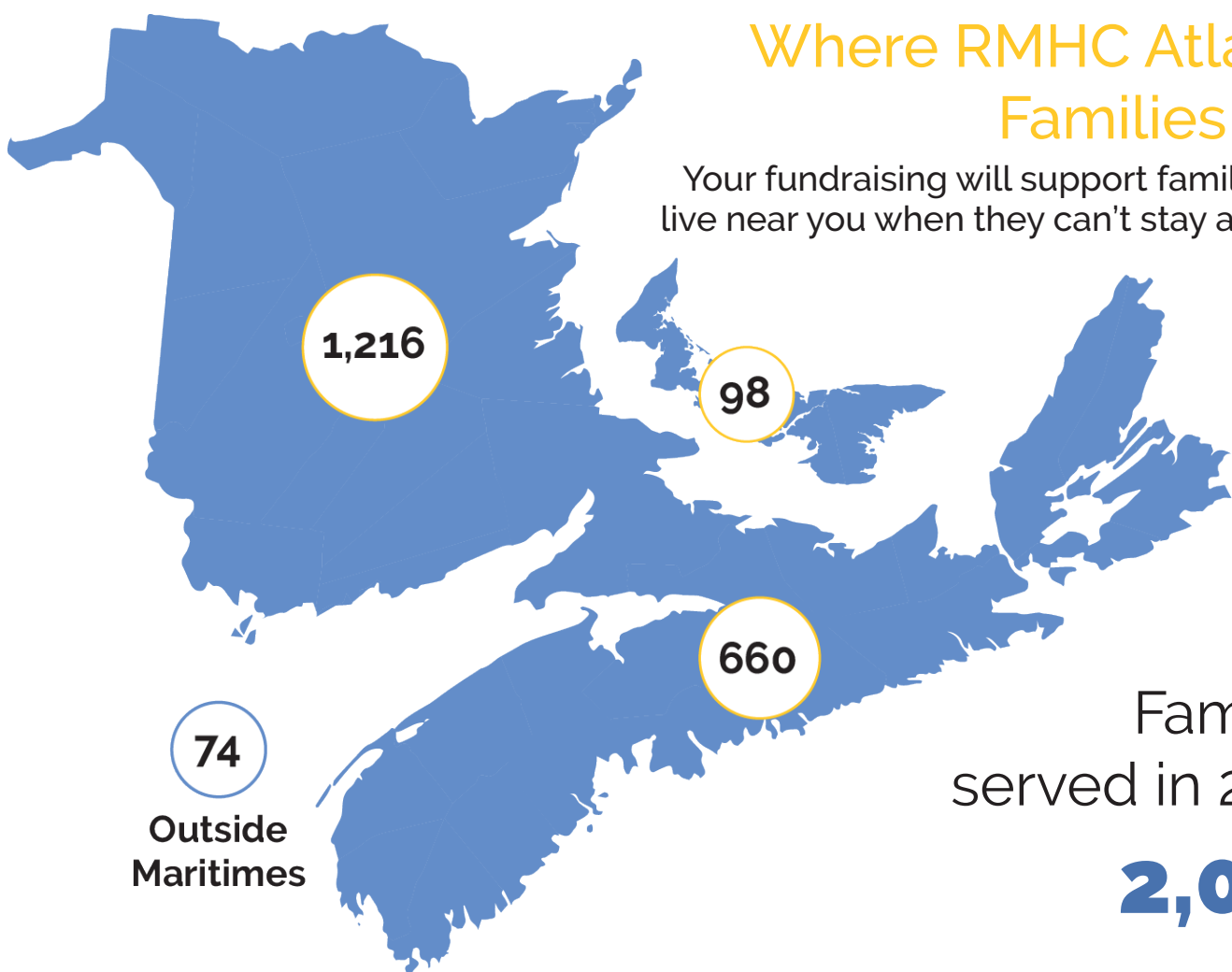
For those families, Ronald McDonald House Charities Atlantic is here to help. When a child is ill or injured, it's vitally important that they have the support of their family nearby. Dr. Audrey Evans, co-founder of the very first Ronald McDonald House, put it best: "A family with a sick child is a sick family."

The services we provide simply wouldn't be possible without the incredible support of our Maritime community. The individuals, organizations, and foundations that help us fulfill our mission are a wellspring of inspiration for our staff, and a meaningful source of support for our families.

On behalf of the RMHC Atlantic families, thank you.

Where RMHC Atlantic Families Live

Your fundraising will support families that live near you when they can't stay at home.



LEMONADE



GETTING STARTED

So you want to fundraise in your community and make a difference in the lives of families all across the Maritimes. Maybe you've spent some time at the House, or know someone who has. Or, maybe you're just passionate about families and keeping them close. The first step to fundraising is deciding what kind of fundraiser you want to hold: a lemonade stand, bake sale, casual day, the options are endless.

If you're looking for ideas for fundraising events or activities, be sure to check out the [A to Z Fundraising List](#).

Next, you'll want to

SET A GOAL

You can set any goal you want! To help you, here are some examples of how your fundraising supports families.

\$27 will provide a family with a home cooked meal,

\$52 will stock the pantry so families can quickly grab a snack before heading to the Hospital for their appointment.

\$140 will provide one night of comfort for a family

\$250 will heat the House for a week to keep all 18 families warm and feeling at home.



COLLECTING DONATIONS

The next step is to decide how you want to collect donations. You can choose one or all of these methods:

ONLINE - Set up your own fundraising page at www.makefunmatter.ca to allow your event or activity participants to donate right from their credit card. This is helpful for people who don't often carry cash around. Simply create an account and follow the steps on your screen to get started.

Fundraising online also means you can send out emails or post on your social media with a direct donation link to help you reach your goal. Your friends and family will receive a tax receipt automatically to their email.

COIN BOX - If you're collecting cash, we have folding cash boxes that we'd love to send you. They're even shaped like a House!
Email fundraising@rmhcatlantic.ca with your mailing address and we'll drop them in the mail. If you're under 16, be sure to check with your parents or guardian before sending your mailing address.

PLEDGE FORM - A more traditional way to fundraise without the Internet. Download our [Pledge Form](#), print it off, and your friends and family can fill out all their information with a pen.

Email fundraising@rmhcatlantic.ca with any donation questions.

ONE LAST THING

As you get ready to start spreading the word, be sure to visit the RMHC Atlantic [Fundraising Guidelines](#) and [Fundraising Event Form](#).

These two documents let the team at RMHC Atlantic know that you're going to be hosting a wonderful fundraiser and set the stage for how we can best support you.





SPREADING THE WORD

There are so many channels you can use to help you spread the word; emails, letters, social media, poster are just a few. You can also count on word of mouth, ask your friends and family to share your fundraiser with their networks as well!

To give you a head start, we've put together some templates as a guide. Be sure to customize them to fit what fun event or activity you're doing. And don't be afraid to share some of your own stories of why you're fundraising.

SAMPLE INVITATION

Dear (Recipient),

I'd like to invite you to join me in my efforts to support Maritime Families at my (event name) on (date). The funds I'm raising will be donated to Ronald McDonald House Charities Atlantic, a home-away-from-home for families who need to travel to access the medical care their child needs.

I'm hosting (event name) (why you chose to fundraise for RMHC Atlantic).

You can make a donation to my event at (insert your online fundraiser link).

I hope to see you there! If you have any questions feel free to contact me:
(Your contact)

POSTER TEMPLATES

Download and fill in these poster templates with all your fundraising information. Attached them to emails or social media posts or print them out and pass them out at school, your workplace, or around your neighbourhood.

[Version 1](#)

[Version 2](#)

Facebook Fundraising

Create a post with a donation button on an Event Page, Business/Group Page, or Personal Page:

- 1) In your Event Page, Business/Group Page, or Personal Page, click on the field near the top of your profile's feed to add a post. (This field will say "Write Something" on an Event Page or Business/Group Page; it will say "What's on your mind?" on a personal page.)
- 2) Find the option to "Support Non-Profit" in the options for your post. This will be indicated by a coin icon. You may need to click on the three-dot icon to reveal more options for your post to find this.
- 3) Fill in our COMPLETE name: Ronald McDonald House Charities Atlantic. Please note: other Ronald McDonald House chapters may automatically appear as you type, such as "Ronald McDonald House Charities Alberta". Please ensure our full chapter name appears as above.
- 4) Enter the content for your post. Post away!
- 5) That's it! These funds will now be automatically be submitted to us via Facebook (Canada)'s donations platform, PayPal Giving Fund.

To create a "Fundraiser" on Facebook:

- 1) Head to Facebook's news feed page, and click "Fundraisers" on the left sidebar (indicated with a coin icon).
- 2) Click "Select Nonprofit" and fill in our COMPLETE name: Ronald McDonald House Charities Atlantic. Please note: other Ronald McDonald House chapters may automatically appear as you type, such as "Ronald McDonald House Charities Alberta". Please ensure our full, exact chapter name appears as above.
- 3) Enter the fundraiser information (fundraising goal, end date) for your fundraiser, and click next.
- 4) Provide a title and description for your fundraising event, and click next.
- 5) Pick a cover photo or video for your fundraiser, and click "Create"

Tag a "Fundraiser" in Facebook stories:

- 1) If you've already created a "fundraiser" (as explained above), you can now create a button in your Facebook stories to direct people to donate to your fundraiser, by first creating a new "Story" entry. To this, head to your Facebook app and select "Add a story" at the top of your news feed.
- 2) Select an image or a background for your Facebook story.
- 3) Select the "sticker" icon at the top of your screen, and select "Fundraiser".
- 4) Search for the name you've given your fundraiser. Ensure you've found the exact match of your fundraiser title, and click it to create a button on your story.
- 5) Stretch and move that button to ensure it can be read, and then click "Share" at the bottom right of your screen to share it to your story.

DON'T FORGET TO TAG US!



@rmhcatlantic



**THANK
YOU**



**Ronald McDonald
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