



## Third Party Fundraising Guidelines

Thank you for choosing Ronald McDonald House Charities of Dayton (RMHC) as the beneficiary of your fundraiser. We are grateful that you have chosen to generously lend your support to our "home-away-from-home" for families with critically ill or injured, hospitalized children.

The following guidelines help to establish clear communication and ensure the success of your event:

- RMHC encourages the use of press releases and other publicity that is compatible with our mission. To ensure this use, we require that you please submit all print material, press releases, or any other form of publicity to any media outlet to the House for review and approval before releasing them to the public.
  - Publicity may *only* suggest that RMHC is involved in the fundraiser as a beneficiary.
- The ***Application to Sponsor a Fundraiser or Special Event*** form must be completed and submitted to RMHC before approval can be granted for the third-party fundraiser. Any event or promotion must receive approval in advance from the RMHC Special Events & PR Manager at least one month before the date of the event. It is understood that:
  - RMHC reserves the right to use event photos or promotional information for the third-party event for the benefit of RMHC;
  - A percentage of the net proceeds will be donated to RMHC. We reserve the right to examine any suggested split of the proceeds or other charity involvement. All funds raised from the event must be sent within 90 days of the completion of the event;
  - The event will not necessitate any financing from RMHC; sponsor must assume all costs;
  - The event will not compete or conflict with an already established or scheduled event to benefit RMHC;
  - The event will comply with all local, state, and federal laws;
  - RMHC cannot assume any liability for your event.
- Being a non-profit with limited resources, RMHC is unable to provide funding or volunteers for your fundraising event. However, if arranged in advance, we will make every effort to participate in the following ways:
  - A RMHC representative can attend the event, if requested and based on availability;
  - Distribute information about your event (provided by you) to our staff, volunteers, and Board;
  - Provide our House video;
  - Supply a print-ready or electronic logo upon request, with prior approval;
  - Provide RMHC marketing material, if requested and based on availability.
    - Banners, yard signs, or a House DVD may be picked up 3 – 5 days before the date of the event.
    - RMHC Dayton incurs the printing costs for these items. As to save future printing costs, all marketing material may not be changed in any way and must be returned within three (3) days post event, unless otherwise arranged with RMHC.

***Please retain these guidelines for your reference.  
We truly appreciate your support of RMHC Dayton through your fundraising efforts.***

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