

# FUNDRAISING TOOLKIT



Learn more about how you can raise funds  
for guest families at RMHC Dayton!

# THANK YOU



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

Dollars raised from your fundraiser directly support families who find comfort in RMHC Dayton services while their child receives the medical care they need.

This toolkit will help you get started, keep momentum going, and leave you feeling confident in your fundraising adventure to support families at RMHC Dayton.

## Where to **START**



### **STEP 1 - Reach Out to RMHC**

Contact our Development Outreach Coordinator to discuss your fundraiser at [contactus@rmhcd Dayton.org](mailto:contactus@rmhcd Dayton.org) or call 937-224-0047.

### **STEP 2 - Pick Your Fundraiser**

See the following page to learn about third party fundraising ideas.

### **STEP 3 - Learn How We Can Help**

RMHC Dayton is happy to help your fundraiser in many ways. Read through this toolkit to learn how RMHC Dayton will support.

### **STEP 4 - Review Guidelines**

Read our third party fundraising guidelines and provide a signature within 30 days prior to your event.

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# HOST a Fundraiser



Anyone can host a fundraiser! Whether you are an individual, a group of friends, a school, a company, or a community group, your support can make a significant impact on RMHC Dayton.

Every dollar raised helps us provide families with a comfortable bed, warm meals, and a place to rest and rejuvenate. We are here to answer any questions you may have while planning and executing your fundraiser.

***Be creative with your fundraising efforts!***

Don't forget to tag us on social media!



## Run, Walk, Swim, or Cycle

Find a local race in your area, challenge a friend or coworker to join you and participate in the event in honor of a family or child at RMHC Dayton.

## Celebrate

Getting married? Turning a year older? Ask family and friends to donate to RMHC Dayton in lieu of gifts. You can easily host a Facebook Fundraiser, too.

## Sales

Host a lemonade stand, garage sale, bake sale, or car wash with proceeds benefiting RMHC Dayton.

## Jeans Day

Ask your coworkers to make a donation in exchange for wearing jeans/dress down to work on a certain day.

## Play

Organize a golf outing, bowling tournament, or karaoke night and ask for donations to participate, or ask for donations at the event.

## Dine Out for a Cause

Contact your favorite restaurant and organize a benefit night.

## Pull Tabs

Collect the aluminum tabs from cans - soda, soup, pet food, tennis balls, and more! Make it a challenge between offices, schools, or other organizations to see who can collect the most.

## Wish List Drive

Collect household items that RMHC Dayton needs most.



**SCAN FOR OUR  
AMAZON WISHLIST**



# 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 Dayton by any third-party, individual, or group.

## Promotion of the Event

All communication materials must acknowledge that proceeds will “benefit” RMHC Dayton, not that it is “hosted” by RMHC Dayton.

Fundraiser host is responsible for securing participation for the event. RMHC Dayton assumes no responsibility for promoting the event but may promote at its discretion when applicable.

Companies with public images having the potential to compromise the goodwill of RMHC Dayton, compete with McDonald's Corporation, or conflict with our mission may not be presenting sponsors or promote their products through advertising or other exposure. (i.e. other quick service restaurants).

## Things We Will Do

**Approve Your Event:** Approval from RMHC Dayton must be received before any action can take place on any event/campaign. An application must be submitted at least 30 days prior to the event or campaign start date. Approval is determined by RMHC Dayton staff.

**Approve and Review Promotional Materials:** RMHC Dayton must review and approve all promotional materials that include RMHC Dayton logo or name prior to production or distribution including, but not limited to:

- Press releases
- Letters
- Invitations
- Flyers
- Brochures
- **See page 6 for logo guidelines**

**Coordinate Contact with Media or News Outlets:** Any contact with media must be coordinated with RMHC Dayton.

**Provide brochures** and/or other RMHC Dayton promotional materials for your attendees (if available).



# GUIDELINES Cont.

## Things We Are Unable to Do

**Assist in Planning Your Fundraising Event:** Third-party event organizers are responsible for the planning and execution of the event. This includes all set-up, promotion, staffing and/or volunteers and liability.

**Solicit Sponsors:** RMHC Dayton will not solicit its sponsors, donors, or Board of Directors on behalf of fundraising event and will not provide donor or volunteer contact information. *Organizers should identify any businesses or individuals to be contacted for solicitation so that RMHC Dayton can avoid duplicate efforts. Permission must be received from RMHC Dayton before soliciting any businesses or individuals in RMHC Dayton's name.*

**Guarantee Attendance:** RMHC Dayton will notify clients/volunteers/supporters of event details and invite them to attend third party events only when deemed appropriate by RMHC Dayton Staff.

**Guarantee Social Media Promotion:** It is at the sole discretion of the RMHC Dayton's Development and Marketing 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 Dayton staff or 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.



# DONATION Details

## Monetary Donations

Donations can be sent by the following:

### Check

Make checks payable to RMHC Dayton.  
Memo: Event Name

### Mailing

RMHC Dayton  
Attn: Development Department  
555 Valley Street  
Dayton, Ohio 45404

### Online

Visit [rmhcd Dayton.org/donate](http://rmhcd Dayton.org/donate)  
Add your event name to the comment section.

### Cash

We are happy to accept donations in the form of cash. For safekeeping, please do not mail cash donations. We ask that you either drop cash off at the House or with a check to the address above.



## Physical Donations

To help us protect and serve families staying at our Houses, please only donate new items.

If you or your group have collected items on behalf of RMHC Dayton please contact us at [contactus@rmhcd Dayton.org](mailto:contactus@rmhcd Dayton.org) to coordinate a drop-off time.

Deliveries can be made in the receiving area on the west end of the House facing Air Street daily from 9AM-6PM.

If dropping off isn't convenient, you can donate through our Amazon Wishlists, and items will ship directly to RMHC Dayton.



**SCAN FOR OUR  
AMAZON WISHLIST**

## Pull Tabs

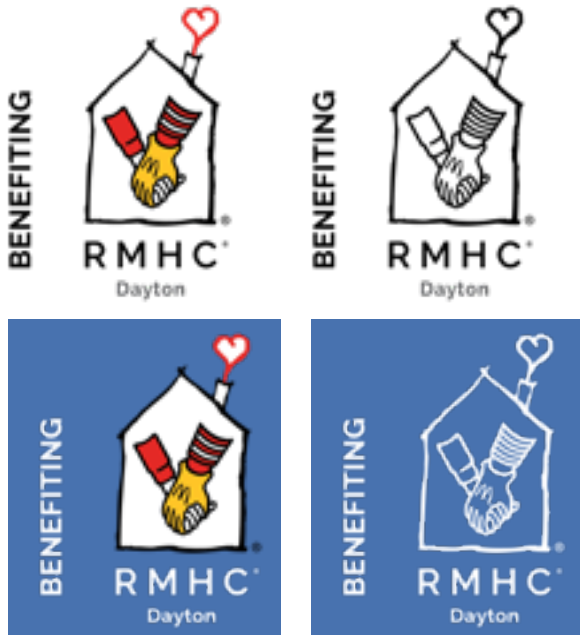
Designate a clean, wide-mouth container for your collection. Coffee cans, pickle jars, or ziploc bags work great.

Collected tabs can be delivered to the House at 555 Valley Street. Drop them in the Pull Tab House in the receiving area on the west end of the House facing Air Street.





# Our BRAND



## Overview

In any marketing and event materials, please use our full name Ronald McDonald House Charities Dayton or RMHC Dayton.

## Our Logo

We offer our logo in various formats and versions. Whenever possible, use the full-color version, but on dark backgrounds, use white text for readability.

For community fundraisers, our special "benefiting RMHC Dayton" logo helps establish credibility and assures the public that proceeds support RMHC Dayton.

Please don't stretch or distort the logo. Don't add effects or embellishments (embossing or shadows). The elements of the logo should never be separated or scaled differently.

## Our Tagline

Our tagline "Keeping Families Close" is protected by a registered trademark in the U.S. It cannot be used in sentence form in marketing materials to protect the trademark. It can be used at the end of a social media post as a hashtag #KeepingFamiliesClose

## Our Colors

**Blue (Alt text)**  
CMYK: 63, 38, 0, 0  
RGB: 72, 114, 174  
HEX: #4872AE  
PANTONE: 660

**Gray (Tagline)**  
CMYK: 0, 0, 0, 50  
RGB: 153, 153, 153  
HEX: #999999  
PANTONE: Black 50%

**Yellow**  
CMYK: 0, 23, 93, 0  
RGB: 255, 200, 41  
HEX: #FFC829  
PANTONE: 115

**Red**  
CMYK: 5, 97, 100, 0  
RGB: 218, 26, 0  
HEX: #DA1A00  
PANTONE: 485

**Black**  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: #000000  
PANTONE: Black 100%

## QUESTIONS?

If you have questions on how to use the RMHC Dayton logo or colors, please contact us at [contactus@rmhcdayton.org](mailto:contactus@rmhcdayton.org).



# Ronald McDonald House Charities® Dayton



## About Us

Since 1980, RMHC Dayton has been a place of hope and healing for families with children who are ill or injured—allowing them to focus on what matters most: their child's health. Guided by compassion, respect, and integrity, we are committed to ensuring every family has the support they need for the best possible health outcomes.

The **Ronald McDonald House** offers 21 private guest rooms, with an expansion to 42 rooms planned for Spring 2025. Open 365 days a year, the House provides home-cooked meals, laundry facilities, play spaces, and family programming—all at no cost to families.

The **Ronald McDonald Family Rooms** at Dayton Children's Hospital and Emmett's Place at Miami Valley Hospital provide families with a peaceful retreat to rest and recharge, offering refreshments and quiet areas just steps away from their child's bedside.

## Our Mission

We provide essential services that remove barriers, strengthen families and promote healing when children need healthcare.

*Our mission is made possible through the generosity of individual donors, corporate partners, and volunteers.*

## Ways to Get Involved

- Volunteer
- Make a Meal
- Shop Wishlist
- Collect Pull Tabs
- Monetary Gift
- Host a Fundraiser



**SCAN FOR MORE INFO  
TO GET INVOLVED**



555 Valley Street  
Dayton, Ohio 45404



(937)224-0047



contactus@rmhcd Dayton.org  
rmhcd Dayton.org



# Meet the Hunt Family



## Finding Strength, Support, and Smiles at RMHC Dayton

After four children, the Hunt family thought they were complete—until a failed tubal ligation led to an unexpected pregnancy. Lili Hunt was diagnosed with placenta accreta, requiring hospitalization. She later collapsed and underwent emergency surgery, delivering Bonnie at just 30 weeks. Bonnie faced multiple surgeries and was later diagnosed with Cystic Fibrosis.



With Bonnie in the NICU at Dayton Children's Hospital, the Hunts stayed at the Ronald McDonald House, just across the street. RMHC Dayton kept them close and provided a sense of normalcy. Lili's sons formed friendships with other children at RMHC Dayton, playing video games and watching movies, moments that brought joy amid the stress. **"To hear laughter and see smiles brought me peace,"** Lili said.

More than a place to stay, RMHC Dayton gave them a community of support as they formed lasting bonds with families facing similar struggles. **"I felt a sense of love and support. I was surrounded by others who were also going through a battle of their own. Together we pushed through,"** Lili shared. After 77 days in the NICU, the Hunt family finally returned home—together.



Thank You  
for helping us

**Keep Families Close**



Proceeds from this event support RMHC Dayton, helping to provide community, comfort, and hope to families of sick or critically injured children.