



AMPLIFY HOPE:

Leading up to Radiothon

200 Nights for RMHC Dayton

Peer to Peer Fundraising Toolkit

Your voice makes a difference.

Amplify Hope is our community-led fundraiser leading up to the Mix 107.7 Radiothon, supporting Ronald McDonald House Charities Dayton. As we celebrate 45 years of keeping families close, we need your help to raise \$45,000, enough to provide 200 nights of care and comfort for families staying at RMHC Dayton.

By joining this effort, you're doing more than raising funds. You're providing hope, comfort, and togetherness for families facing difficult days. Every dollar helps cover a night's stay, a warm meal, and a place of rest for families staying close to their hospitalized child.

Let's amplify hope - one night, one family, one act of kindness at a time.

Getting **STARTED**

Tips for a successful peer-to-peer fundraiser

1 Personalize your page

- Share why RMHC Dayton and this cause matter to you.
- Include a meaningful photo.
- Set your fundraising goal and start with a small personal donation.

2 Start with your inner circle

- Reach out to family and close friends.
- Include a clear ask and a link to your fundraising page.

3 Expand to your broader network

- Share your page on social media.
- Explain why the cause matters to you.

4 Break your goal into mini-goals

- Example: Goal \$500 -> aim for \$125 per week.
- Celebrate small milestones and ask supporters to help reach them.

5 Share updates and progress

- Post updates to show how close you are to your goal.
- Highlight different aspects of the cause to keep your appeal fresh.

6 Countdown to deadline

- Emphasize urgency: time is running out and you're close to your goal.
- Encourage last minute donations.

7 Show your gratitude

- Thank donors promptly on your fundraising page and social media.
- Celebrate milestones to keep supporters engaged.

Fundraising Hero Images for GiveLively



How to **TALK ABOUT** RMHC DAYTON

The mission of RMHC Dayton is at the heart of your fundraising. Here are some key talking points to let your supporters know how their dollars are helping families in need:

About RMHC Dayton

Since 1980, RMHC Dayton has provided hope and healing for families with children who are ill or injured. Guided by compassion, respect, and integrity, we remove barriers, strengthen families, and promote healing, ensuring every family has the support they need to focus on what matters most: their child's health.

A home away from home

RMHC Dayton offers a safe, supportive place for families when their child is receiving care at a nearby hospital. Each family has a private guest room and access to amenities such as laundry facilities, playrooms, family activities, and a game room. A **hot, home-cooked meal is served every day** to provide comfort and normalcy during challenging times.

Family Rooms at hospitals

RMHC Dayton also operates two Ronald McDonald Family Rooms - one at Dayton Children's Hospital and one inside Emmett's Place at Miami Valley Hospital. These quiet, peaceful spaces allow families to rest, recharge, and stay just steps from their child's bedside.

Please remember that you are representing RMHC Dayton when you email, post, text, or promote this fundraiser.

Our 2024 Impact



1,969 families served

From 28 Ohio counties, 19 US states, and 22 countries.



205 families stayed

at the Ronald McDonald House.



42 visitors per day

on average at our Family Rooms.



No cost to families

A room costs \$225 per night, fully covered by donations.



\$2M+ in family savings

Helping families avoid lodging, meal, and support expenses.

EMAIL Template

Be sure to add personal touches and send in small batches.

Sample Email Templates

Launch fundraiser:

Subject: Join Me to Amplify Hope

Dear Friends and Family,

When a child is in the hospital, being together makes all the difference. That's why I'm supporting Ronald McDonald House Charities Dayton through Amplify Hope: 200 Nights for RMHC Dayton, a community fundraiser leading up to the 17th annual Mix 107.7 Radiothon.

RMHC Dayton gives families a home away from home close to their child's bedside. My goal is to raise [insert goal amount](#) to help provide 200 nights of hope and care for families in need.

If you're able, please consider supporting my fundraiser here: [insert fundraising link](#)
Every dollar helps families focus on what matters most: their child's health.

Thank you for helping me amplify hope - one night, one family, one act of kindness at a time.

Reminder email:

Subject: I'm halfway there - help me reach my goal for RMHC Dayton

Dear Friends and Family,

Thank you to everyone who's supported my Amplify Hope Leading Up to Radiothon: 200 Nights for RMHC Dayton fundraiser so far! I'm making great progress toward my goal of [insert goal amount](#), but I still need your help to reach the finish line.

Every donation, big or small, helps provide a night of rest, a warm meal, and the comfort of being close for families with a hospitalized child.

Please consider helping me reach my goal by donating here: [insert fundraising link](#)

Together, we're keeping families close and amplifying hope for those who need it most.

Thank You email:

Subject: Thank You for helping me Amplify Hope for RMHC Dayton

Dear Friends and Family,

Thanks to your generosity, my Amplify Hope Leading Up to Radiothon: 200 Nights for RMHC Dayton fundraiser was a success! Together, we've helped provide comfort, care, and a home away from home for families facing one of the hardest times of their lives.

Your support ensures families can stay close to their hospitalized child and focus on what truly matters, their child's health.

Thank you for making a difference and helping me amplify hope - one night, one family, one act of kindness at a time.

SOCIAL MEDIA

Template

Social media best practices:

- Less is more - keep your posts short and sweet.
- Use an image to draw attention to your post.
- Link your fundraising page to your post.
- Remember that you are representing RMHC with posting.
- Post on your favorite social media platforms: Facebook, Instagram, LinkedIn, etc.

Tag us and use hashtags:

Tag @RMHCDayton and use hashtags: #rmhcd Dayton, #KeepingFamiliesClose, #Radiothon

Personalize your social media site:

- Personalize your story and add why RMHC Dayton is meaningful to you.
- Update supporters and share progress mid-campaign.
- Send a quick thank you after someone donates.

Sample social media posts:

Launch Post

I'm taking part in Amplify Hope, a community fundraiser leading up to the Mix 107.7 Radiothon benefiting @RMHCDayton. RMHC Dayton gives families a "home away from home" while their child receives critical medical care.

My goal is [insert goal amount](#) to help provide 200 nights of hope for families in need. Donate here: [link](#)

Progress/Mid-Campaign Post

I'm getting closer to my goal of [insert goal amount](#) for @RMHCDayton! Every dollar helps provide nights of rest, warm meals, and moments of comfort for families staying near their hospitalized child.

Help me reach my goal and Amplify Hope leading up to Radiothon [link](#)

Thank You Post

A huge thank you to [insert donor's name](#) for helping me support @RMHCDayton through Amplify Hope leading up to Radiothon. Together, we're giving families with critically ill or injured children a place to stay, share a meal, and find strength during the toughest times.

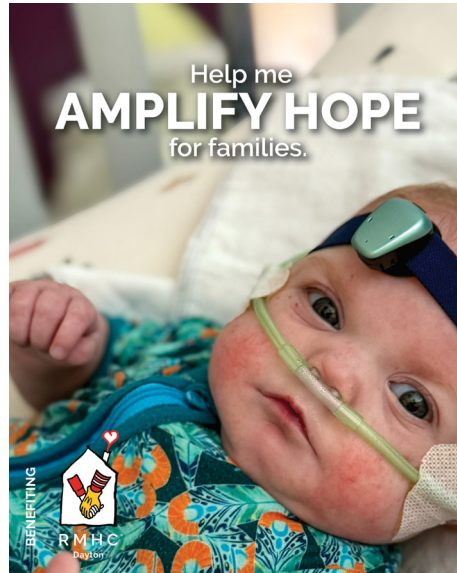
Final Push Post

My Amplify Hope leading up to Radiothon is wrapping up soon! I'm just [insert amount or percentage](#) away from my goal of [insert goal amount](#) for @RMHCDayton. Even \$20 helps cover a warm meal or part of a night's stay for a family in need.

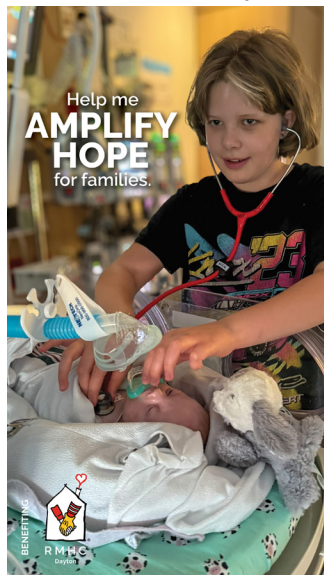
Donate today and help me finish strong [donate link](#)

SOCIAL MEDIA Graphics

Facebook/Instagram



Stories Don't forget to include a link to your fundraising page!



LinkedIn

