



Ronald McDonald  
House Charities®  
Arkoma

Keeping families close®



# RMHC OF ARKOMA

## FUNDRAISING TOOLKIT



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# ABOUT RMHC AND OUR BRAND

## RMHC of Arkoma

Ronald McDonald House Charities of Arkoma provides support and resources that help keep families close to their critically ill children - all at no cost to the patient or their family. The Ronald McDonald House and Family Room programs, located in the hospital just steps away from a child's bedside, provides a place for families to relax, regroup and regain the strength they need to support their child. Our first Ronald McDonald Family Room was opened in 2011 at Mercy Hospital in Fort Smith, AR, our second Family Room opened in 2013 at Mercy NWA in Rogers, AR, our first Ronald McDonald House opened in 2016 at Washington Regional Medical Center in Fayetteville, AR, and our Ronald McDonald stand-alone House opened in 2021 at Mercy in Fort Smith. Our Houses and Family Rooms open their doors to dozens of families each day, regardless of their distance from the hospital, financial situation, or unit of the hospital the patient is in.

## Our Logo

RMHC of Arkoma is happy to 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. If the logo is placed on a darker background, please make the logo text white for legibility.

Please do not stretch or distort the logo, add effects, embellishments, or separate elements of the logo. For questions, please contact [marketing@rmhcofarkoma.org](mailto:marketing@rmhcofarkoma.org)

For downloadable files of our logo, please visit: <https://rmhcofarkoma.org/about/media-center/>



Keeping families close®

# WHERE TO START →

## **1 REACH OUT TO RMHC**

Contact our Community Development Managers to discuss your fundraiser

River Valley: Erin Thomas  
erin@rmhcofarkoma.org  
479-422-9393

NWA: Meagan Piroutek  
meagan@rmhcofarkoma.org  
479-252-0996

## **2 PICK YOUR FUNDRAISER**

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

## **3 LEARN HOW RMHC CAN HELP**

RMHC of Arkoma is happy to help your fundraiser in many ways! Read on page 4 the ways RMHC will support.

## **4 REVIEW GUIDELINES**

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



# EVENT IDEAS

## 1 PLAY

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

## 3 SHARE-A-MEAL

Each night, we serve dinner to the families staying at our programs through the help of the community! Sign up to cook a meal for families.

## 5 WISH LIST

Host a Wish List drive with your friends, business, or school, and drop them off at an RMHC Program.

## 7 JUNIOR AMBASSADOR

Youth can get involved in many ways! Volunteer at one of our programs, start a Red Shoe Club at your school, and more!

## 2 SHOP

Run a promotion at your place of business, and donate a percentage of the proceeds to us.

## 4 CELEBRATE

Turning a year older? Having a baby? Ask for donations in lieu of gifts! These can be Wish List items, or we can help setup a donation page.

## 6 DIGITAL FUNDRAISER

Give up to give back to RMHC of Arkoma! Head to <https://rmhcofarkoma.harnessgiving.org/giveup-giveback> to raise money!

## 8 PARTY

Host a house party, Superbowl watch party, tailgate, BBQ, and more and ask your guests for a donation to RMHC.

# RESOURCES



How RMHC of Arkoma Can Support Your Event

## SOCIAL SHARE

RMHC of Arkoma is happy to share your fundraiser on social media. If you post, be sure to tag us!



@rmhc\_of\_arkoma



Ronald McDonald House Charities of Arkoma

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## REPRESENTATIVE

If RMHC staff is available on the day and time of your fundraiser, RMHC of Arkoma would love to provide a representative at your event. Contact one of our Community Development Managers listed on page 2 for more information.

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## CUSTOM DONATION PAGE

If you are needing a digital donation page that sends funds directly to RMHC of Arkoma, we will create a custom donation page for your event!

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## PRINTABLES

Print out some of our flyers to give to your event guests! After contacting RMHC, we are happy to send over files for you to print such as:

- RMHC of Arkoma Program Flier
- Share A Meal Info Sheet
- Wish List Needs
- Annual Impact Report

# DONATION INFORMATION



## PHYSICAL DONATIONS

For the safety of our immunocompromised families, we request that all donated items are brand new.

If you have collected items, they can be donated to any of the following addresses:

**RMHC of Arkoma Office:** P.o. Box 8790, AR; 479-756-5600

**The Family Room at Mercy Rogers:** 2710 S Rife Medical Ln, Rogers, AR; 479-338-4911

**The House at Washington Regional:** 3215 N Northhills Blvd. #4, Fayetteville, AR; 479-463-6760

**The House at Mercy Fort Smith:** 6929 Rogers Ave. Fort Smith, AR; 479-314-8039

## MONETARY DONATIONS

A Ronald McDonald House Charities of Arkoma Wg is available upon request.  
IRS Tax ID: 73-1563945

Donations from an event can be sent to RMHC of Arkoma the following ways:

- Via Check
  - Make checks payable to RMHC of Arkoma
  - Memo: Event Name
  - Mailing address:P.O. Box 8790, Fayetteville, AR
- Via Online Donation/Credit Card
  - <https://secure.qgiv.com/for/ronaldmcdonaldhousecharitiesarkoma>
- Cash
  - We are happy to accept cash donations, but for safekeeping, please do not mail cash.

RMHC of Arkoma will acknowledge and provide a written tax receipt to donors who make their contributions payable to Ronald McDonald Hose Charities of Arkoma in accordance with state and federal tax laws.

# AGREEMENT

## FINANCIAL GUIDELINES

- Event Proceeds must be provided to RMHC of Arkoma within 60 days of the event
- You may not retain any of the proceeds from the event
- If RMHC of Arkoma will not be receiving all of the proceeds from the event, the exact percentage of the proceeds must be clearly agreed upon prior to the event
- The event host is responsible for all expenses related to the event and assumes responsibility for any debts incurred

## PROMOTIONAL AND LOGO USE

- We require that you submit any and all promotional materials to RMHC of Arkoma for approval 21 days prior to public use
- When referencing the event, Ronald McDonald House Charities of Arkoma must be listed as the recipient of the proceeds, NOT as the event host

## SPONSORSHIP

- The event host agrees to coordinate and request permission from the Development Director before soliciting any individuals, organizations, or businesses in order to honor any pre-established relationships RMHC of Arkoma may have with them
- RMHC of Arkoma will not solicit sponsors for the fundraising event and will not provide donor or volunteer contact information

## TERMS & CONDITIONS

- In accordance with the standards adopted by the Council of Better Business Bureaus, all collateral material relating to the event must specify at the point of solicitation a) that RMHC of Arkoma is the benefitting organization b) that written information about RMHC of Arkoma is available by calling 479-756-5600 or [www.rmhc of arkoma.org](http://www.rmhc of arkoma.org) c) that the actual or anticipated proceeds will benefit RMHC of Arkoma
- Sponsoring Organization represents to RMHC of Arkoma that a) it will comply with all applicable laws during the planning, promotion, and conduct of the event b) all necessary insurance, licenses, and permits will be obtained and will be in force through the conclusion of the event c) it will identify and hold RMHC of Arkoma harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the event
- Nothing in this document shall be construed to authorize Sponsoring Organization or any of its employees or representatives, to act as an agent of RMHC of Arkoma

Proposed By: \_\_\_\_\_

Print Name and Title

Organization: \_\_\_\_\_

Signature/Date: \_\_\_\_\_