# RONALD MCDONALD HOUSE GREATER DENVER

# Fundraise for Families

**Your idea. Your community. A meaningful way to help families stay close.**

**Community Fundraising, Made Simple**

Turn a birthday, challenge, workplace activity, school project, celebration, business promotion, or event into support for families with children receiving medical care.

**START HERE → Apply • Get approved • Build your plan • Invite your people • Celebrate your impact**

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# Welcome to Fundraise for Families

When a child needs medical care far from home, families need more than a place to sleep. They need comfort, stability, meals, practical support, and the reassurance that they can stay together. Ronald McDonald House GreaterDenver provides essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

Fundraise for Families is Ronald McDonald House Greater Denver's community-led fundraising program. It gives individuals, families, schools, workplaces, clubs, businesses, and community groups a clear way to create their own fundraiser in support of Ronald McDonald House Greater Denver.

### What "community-led" means

You bring the idea, organize the activity, invite your network, and manage the event. Ronald McDonald House Greater Denver reviews and approves the fundraiser, provides guidance and approved resources, and helps ensure the public understands that Ronald McDonald House Greater Denver is the beneficiary—not the event organizer.

This guide replaces the old "third-party fundraising" language with a supporter-centered approach while keeping the safeguards needed to protect you, donors, families, and the Ronald McDonald House Greater Denver brand.

# Your 6-Step Roadmap

1. **Choose your idea and goal.** Pick something that fits your interests, audience, time, and resources. Set a clear fundraising target.
2. **Submit the Fundraise for Families Application.** Apply before advertising, soliciting sponsors, using the Ronald McDonald House Greater Denver name/logo, or committing Ronald McDonald House Greater Denver to any role.
3. **Wait for written approval.** Ronald McDonald House Greater Denver may ask questions or recommend adjustments. Approval is specific to the fundraiser described in your application.
4. **Build your fundraising page and outreach plan.** Lead with your personal reason for participating, make direct asks, and give people an easy way to donate.
5. **Host, share, and update.** Celebrate milestones, thank donors quickly, and keep your community engaged before, during, and after your fundraiser.
6. **Submit proceeds and results.** Send funds and a brief event recap to Ronald McDonald House Greater Denver within 30 days after your fundraiser unless another timeline is approved.

# Choose a Fundraiser That Feels Like You

### Celebrate

Birthday, wedding, anniversary, graduation, baby shower, memorial or milestone gifts in lieu of presents.

### Move for Families

Walk, run, bike, hike, ski, swim, dance, fitness challenge, pickleball or golf event.

### Gather

Dinner, cook-off, trivia night, game night, concert, talent show, neighborhood party or community festival.

### Create & Sell

Bake sale, craft sale, art show, yard sale, pop-up market, lemonade/hot cocoa stand or service project.

### Workplace & School
Team challenge, spirit day, department competition, employee giving campaign, classroom challenge or club fundraiser.

### Business Gives Back
Cause-marketing promotion, percentage-of-sales day, round-up campaign, grand opening, customer challenge or matching gift.

### Go Digital
Personal fundraising page, streaming challenge, virtual class, online celebration or social media campaign.

### Give What Families Need
Approved wish-list or gift-card drive. Contact Ronald McDonald House Greater Denver first so your drive reflects current needs.

### A note about raffles, bingo, gaming and alcohol
These activities can involve licensing, permit, insurance, and compliance requirements. Do not advertise or conduct them as an Ronald McDonald House Greater Denver fundraiser until your application is approved and you have confirmed all legal requirements. In Colorado, raffles generally may be conducted only by qualifying licensed organizations.

## Set a Goal People Can Rally Around

Strong peer-to-peer fundraising gives supporters a specific target and a reason to act now. Before you launch:

- **Choose a dollar goal.** Make it ambitious but believable for your audience.
- **Choose a deadline.** A defined campaign window creates momentum.
- **Name your "why."** Explain why keeping families close matters to you personally.
- **Make the first gift.** If possible, start with your own donation or secure an early gift so the page does not launch at $0.
- **Create milestones.** Celebrate 25%, 50%, 75%, and 100% of goal.
- **Look for a match.** Ask an employer, business, friend, or family member to match gifts for a day or up to a set amount.

### Best-practice launch move
Before posting broadly on social media, personally ask 5–10 people who are likely to support you. Early gifts create credibility and give your public launch momentum.

## Tell a Story That Makes the Ask Easy

Your network is most likely to respond to you—not to a generic fundraising message. A strong appeal has four simple parts:

7. **Connection:** Why are you supporting Ronald McDonald House Greater Denver?
8. **Mission:** What does Ronald McDonald House Greater Denver make possible for families?
9. **Goal:** What are you trying to raise or accomplish, and by when?
10. **Ask:** What do you want this person to do right now—give, join, share, attend, or match?

### Copy-and-customize message
I'm raising $[GOAL] for Ronald McDonald House Greater Denver because [YOUR REASON]. Ronald McDonald House

Greater Denver helps families stay together and close to the medical care their child needs. I'd be grateful if you would make a gift of $[AMOUNT] or whatever is meaningful to you by [DATE]. If you can't give today, sharing my fundraiser would mean a lot.

## A Simple Outreach Plan That Works

| WHEN | WHAT TO DO | WHY IT MATTERS |
|---|---|---|
| 7–14 days before launch | Finalize approval, page, goal, story, photos, QR code/link, and outreach list. | Preparation reduces friction. |
| Launch day | Ask your closest supporters directly; then email/text your broader network and post socially. | Personal asks outperform passive posting. |
| During campaign | Post progress, donor thanks, behind-the-scenes moments, and milestone updates 2–3 times per week. | Repeated reminders reach people when they are ready to act. |
| Final 48 hours | Share how close you are to goal and make a clear deadline-based ask. | Urgency can convert people who intended to give. |
| Within 48 hours after | Thank participants and donors; share preliminary results and photos. | Fast gratitude strengthens relationships. |
| Within 30 days | Submit proceeds and final recap to Ronald McDonald House Greater Denver. | Closes the loop and helps Ronald McDonald House Greater Denver recognize your impact. |

## Make Giving Easy

Whenever possible, direct donors to an Ronald McDonald House Greater Denver-approved giving method so gifts can be tracked and donors can receive appropriate acknowledgements.

- **Online donations.** Use the Ronald McDonald House Greater Denver donation page or a fundraising page/link approved for your campaign. Ask donors to use your event name or campaign identifier when instructed.
- **Checks.** Checks intended as charitable gifts should be payable to Ronald McDonald House Greater Denver, with the fundraiser name noted in the memo when possible.
- **Cash.** Keep cash secure, maintain a basic log, and do not mail cash. Coordinate delivery with Ronald McDonald House Greater Denver.
- **Matching gifts.** Encourage donors to check whether their employer will match their gift.
- **Receipts.** Ronald McDonald House Greater Denver can issue charitable acknowledgements only when it has the information needed to identify the actual donor and the gift qualifies under applicable rules.

**Important: ticket purchases and purchases of goods/services**

A payment is not automatically fully tax-deductible simply because proceeds benefit Ronald McDonald House Greater Denver. If a donor receives goods or services in exchange (for example, admission, dinner, merchandise, or

an auction item), special receipting rules may apply. Ask Ronald McDonald House Greater Denver before promising tax deductibility.

## Promotion & Brand Basics

- **Use beneficiary language.** Say "benefiting Ronald McDonald House Greater Denver" or "in support of Ronald McDonald House Greater Denver." Do not imply that Ronald McDonald House Greater Denver is producing, sponsoring, or managing your fundraiser unless expressly approved.
- **Get approval before using logos or family images.** Use only files and language provided or approved by Ronald McDonald House Greater Denver. Do not alter the logo.
- **Send materials for review.** Flyers, invitations, sponsor decks, press releases, paid ads, websites, and other public-facing materials using the Ronald McDonald House Greater Denver name or logo should be approved before publication.
- **Protect family privacy.** Do not use a family's story, photo, name, medical information, or other identifying details unless Ronald McDonald House Greater Denver has provided the content for that use.
- **Be precise about proceeds.** If only a portion of sales or proceeds will be donated, clearly state the amount or percentage and any dates/limits.

## What Ronald McDonald House Greater Denver Can —and Cannot—Provide

| Ronald McDonald House Greater Denver MAY BE ABLE TO PROVIDE | THE ORGANIZER IS RESPONSIBLE FOR |
|---|---|
| • Guidance and fundraising suggestions | • Planning, staffing, promotion, registration and event execution |
| • Written approval to use appropriate name/logo assets | • All event expenses, contracts and vendor payments |
| • Approved mission language and selected stories/assets | • Required permits, licenses, insurance, safety and legal compliance |
| • A donation link or tracking guidance, when available | • Sponsor/vendor solicitation and relationships |
| • Possible staff/board participation based on availability and appropriateness | • Volunteer recruitment and supervision |
| • Acknowledgement of eligible direct gifts received by Ronald McDonald House Greater Denver | • Accurate accounting and secure handling of funds |

## Fundraising Ideas by Effort Level

**Quick Start • 1–2 weeks**
Birthday fundraiser • gift-in-lieu campaign • office challenge • lemonade/bake sale • social challenge • approved wish-list drive

**Community Builder • 3–6 weeks**
Trivia/game night • restaurant give-back • fitness class • cook-off • craft market • school competition • neighborhood event

**Signature Event • 6+ weeks**
Golf/pickleball tournament • benefit concert • gala/dinner • large auction • festival • multi-team endurance challenge

# Organizer Checklist

### BEFORE YOU ANNOUNCE

- ☐ Choose the concept, date, audience and goal
- ☐ Submit application and receive written approval
- ☐ Confirm venue, budget, insurance and permits
- ☐ Confirm how funds will be collected
- ☐ Receive approval for Ronald McDonald House Greater Denver name/logo use

### BUILD MOMENTUM

- ☐ Create a personal story and clear ask
- ☐ Build a list of people to contact directly
- ☐ Secure an early gift or match if possible
- ☐ Prepare email/text/social posts and a QR code/link
- ☐ Recruit a small committee or team captains for larger efforts

### DURING

- ☐ Track gifts and expenses
- ☐ Thank donors promptly
- ☐ Post progress and milestones
- ☐ Keep cash/checks secure
- ☐ Take photos only with appropriate consent

### AFTER

- ☐ Thank everyone
- ☐ Share results and impact
- ☐ Submit proceeds within 30 days
- ☐ Send Ronald McDonald House Greater Denver your final revenue/expense summary and photos you have permission to share
- ☐ Tell us what worked so we can celebrate and improve the program

# Frequently Asked Questions

### Do I need approval for a small fundraiser?

Yes. Approval helps Ronald McDonald House Greater Denver track community activity, protect its name and trademarks, coordinate donor recognition, and identify any compliance issues before you launch.

### Can Ronald McDonald House Greater Denver pay my event expenses?

No. Community fundraisers should be planned so the organizer is responsible for expenses and contracts. Do not charge expenses to Ronald McDonald House Greater Denver or use its tax-exempt status for purchases unless specifically authorized in writing.

### Can Ronald McDonald House Greater Denver give me donor or sponsor lists?

No. Ronald McDonald House Greater Denver does not provide donor, family, volunteer, vendor, McDonald's, or other constituent lists for independent solicitation.

### Can someone from Ronald McDonald House Greater Denver attend or speak?

You may request participation on the application. Attendance is not guaranteed and depends on availability, timing, location, and the nature of the fundraiser.

### Can I hold a raffle or bingo game?

Possibly, but gaming is regulated. In Colorado, raffles generally require a qualifying organization and license. Discuss the idea with Ronald McDonald House Greater Denver before promoting it.

### Can I sell alcohol or host a tasting?

Possibly, but the organizer and/or venue is responsible for all applicable liquor laws, permits, insurance, age verification, and safe service requirements. Ronald McDonald House Greater Denver approval does not replace legal permits.

### How soon should I apply?

Submit as early as possible. For events involving sponsors, public promotion, permits, alcohol, gaming, large attendance, or extensive brand use, allow at least 30 days whenever possible.

## Ready to Turn Your Idea Into Impact?

Complete the Fundraise for Families Application and send it to Ronald McDonald House Greater Denver before you begin public promotion. We're grateful you're choosing to bring your community together for families.

**Fundraise for Families Contact**
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