



RONALD McDONALD  
HOUSE CHARITIES®  
OF THE HURON VALLEY

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## 3<sup>rd</sup> Party Fundraiser Helpful Hints

We are so happy that you have chosen Ronald McDonald House Charities of the Huron Valley (RMHCHV) as the recipient of your fundraiser. We have a very limited staff, so we appreciate your offer to organize your fundraiser.

We have developed the following guidelines to assist in making your event a success:

1. Determine what type of event you want to organize.
  - a. Look for something original.
  - b. Coordinate a date that does not conflict with similar events.
2. Consider who your audience will be.
3. Think about how you will get attendees.
4. How will you promote your event to attract people?
  - a. Newspapers
  - b. Radio
  - c. TV
  - d. Social Media—Facebook, Twitter, etc.
  - e. Online—websites, blogs, email
5. Will you be soliciting sponsors to help underwrite the event?
  - a. If so, first estimate your total costs. Include:
    - i. Venue
    - ii. Invitations
    - iii. Meal(s)
    - iv. Beverages
    - v. Entertainment
  - b. Keep in mind that you may need initial funds for some of the above items (deposits). RMHCHV cannot provide funds for these expenses. You are responsible for securing initial seed money for all expenses.
6. Planning your event.
  - a. Secure your venue. Be sure to review all contracts carefully, especially anything that requires a deposit (is it refundable?).
  - b. Design materials (invitations, flyers, signage, etc.) and secure a printer.
  - c. All promotional materials bearing the RMHCHV logo must be approved by the Executive Director of the RMHCHV.
  - d. Invitations should be mailed (or emailed) 6 weeks prior to the event.
  - e. Be sure to carefully review all contracts for entertainment.