the House that love builds

WWW.RMHCFARGO.ORG
Thank You!

Thanks for joining us to support families going through a difficult time. We are so glad to have you involved. This toolkit will help guide you through getting your personal website set up and help maximize your potential.

You are the most important part of making what we do possible. With your network, support and dedication, we will be able to offer home-like comfort for families for years to come.

Let me know if there is anything that we can do to help you reach your goals!

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4757 Agassiz Crossing S. Fargo, ND 58104  
@RMHCERica @RMHCFargo  
#keepingfamiliesclose #forrmhc
So you have decided to be an RMHC superstar! ...Now what?

We are so thankful that you have said YES!

Here is what we are asking of you:
1. Set up your personal fundraising site
2. Develop a realistic goal
3. Tell your RMHC story
4. Share your story and fundraising page with your friends
5. Thank those who supported you and helped you reach your goal

Enclosed you will find helpful hints and instructions on how to make your project a success.

Helpful hints to reach your goal

- **Plan ahead** – this includes your launch day, social media strategy, ways to engage your audience, etc.
- **Set a specific goal** – we can help you with this! Do you want to cover the cost of furniture in a room? Supply the cost of a refrigerator in the kitchen? Let’s align your goals and see what we can do.
- **Communicate** with your friends, family, coworkers, etc. Keep them posted on what’s going on and how they can help – they are your biggest allies. Ask them to share your story and let them know where you are at with your goal.
- **Use Pictures & Video** – this doesn’t have to be anything fancy. Projects with videos are 2-3 times more successful than those without. Keep the video short; between 1-2 minutes. These can be made with a smart phone or tablet, and can be lower quality. Use pictures of your then & now, how is your kiddo doing?
- **Educate** – let your audience know why this is important and why you decided to be a part of it.
- **Tell your story in detail** – why do you care about the Ronald McDonald House? Note what it would mean to give back to the RMHC – who are you honoring/memorializing? Are you nervous about putting your story to paper? Share your story with us, we’ll put it together for you and send it back to you. We’ll even share your story on our blog and help promote your giving page.

Project Timeline

This is an example of a 90 day project timeline. Feel free to adjust the timeline to fit your goals.

Weeks 1-2
- Post your fundraising site to social media sites and ask your friends to share your site
- Send emails to your friends and family encouraging donations toward your goal and asking them to share to their own social media platforms or forward on the email

Weeks 3-9
- Update your supporters on success toward your goal so far and reminder of how they can help
- Share information about the Ronald McDonald House and show people how their contribution will help and is relevant
- Use social media to create a call to action and encourage people to make a gift now with a sense of urgency

Week 10-12
- Send an update to all who have supported and ask them to help get the word out
- Share your testimonial of what RMHC did for you and how it can help other families
- Share an update on social media with how much you raised with one last push to meet your goal
Wrap Up
- Share a final update on how much you raised and the success of reaching your goal
- Send thank you messages to everyone who donated
- Send a list of names (you can pull this off of Razoo’s site) to: erica@rmhc-fargo.org so we can be sure to recognize them in our list of donors for our new House

**Setting up your personal fundraising page**

In your browser, type in: **www.razoo.com**

In the upper right hand corner, click on “Sign Up” if you have never used Razoo before or “Log In” if you have a previously made account.

You can use your Facebook Login, Google login, or email address to create an account. Follow the “Sign Up” instructions provided.

Once you are logged in, type in this web address: **www.razoo.com/us/story/Ronaldmcdonaldhouserrv**

It should look similar to this –

Scroll down until you see a button on the right hand side that says “Start a Fundraiser” and click on it.
You will have to name your page. Make it personal to you! (note: You will be able to change your fundraiser name if you decide to do so at a later date so don’t stress about it!)

Ex. Erica’s imbuildingRMHC fundraiser

After you have chosen a name, verify that you are not a robot and click on “Start Fundraising”

Congratulations! You are about to begin your fundraiser. First, scroll down and read through the helpful hints about where everything is located on your page. At the bottom, press “Okay, Got it” and you’ll be on your way.

You will need to add pictures and/or video, a goal, short story, and description at this point. Follow the prompts at the left hand side of the page. Click on each to upload your information. We recommend your “Duration” is 90 days from your start date. You can adjust this at any time if you would like to do it for a shorter or longer time period.

When you have filled in the information, you can PUBLISH your fundraiser and start collecting!

After you have published your fundraiser, make sure you share it on social media, send out emails to friends and family, and let people know what you are doing. You are a ROCKSTAR and we cannot thank you enough for your commitment in keeping families close!
**Social Media Post examples and recommendations:**

**Facebook –**
Please tag: *Ronald McDonald House Charities of the Red River Valley* – so we can also share your content. Also make sure that your posts are public so that others can share with their friends.

When _____ was born, I stayed at the Ronald McDonald House for ____ days. Help me make sure that others can stay when they need it most! The Ronald McDonald House was a lifesaver for me. (share link) #imbuildingRMHC

The Ronald McDonald House was such a safe haven for me when _______ was in the hospital! RMHC in Fargo is building a new House to make sure that families can stay close to the hospital and each other. I’ve adopted the _____ room and need your help! (share link) #imbuildingRMHC

Please help me by supporting the Ronald McDonald House in Fargo! The House was a ____________ for me when ____________ was in the hospital. (share link & picture) #imbuildingRMHC

I support the Ronald McDonald House because _____________________. Help me reach my goal by donating today! I’m raising $______ to help open a new Ronald McDonald House in Fargo! (share link)

As many of you know, when _______ was in the hospital, I stayed at the Ronald McDonald House. (share a specific experience of when you were at the House that made you feel loved) Help me in giving back to their new house project! (share link) #imbuildingRMHC

I support the Ronald McDonald House because _____________________. Help me reach my goal by donating today! I’m raising $______ to help open a new Ronald McDonald House in Fargo! (share link) #imbuildingRMHC

**Twitter –**
**For sharing on twitter, it is helpful to shorten web links to give you more room for your own words. I like to use bitly.com – copy & paste your link & it’ll give you a new, shorter one!**

I'm supporting @RMHCFargo & helping to build a new house in Fargo! Please help me reach my goal: <link> #imbuildingRMHC

Help families like mine stay close @RMHCFargo! <link> #keepingfamiliesclose #imbuildingRMHC

@RMHCFargo was so helpful for me! Help make sure other families can stay close by donating today <link> #imbuildingRMHC

I've helped raise $____ so far for @RMHCFargo new house! Help me reach my goal of $_____ by donating today! <link> #imbuildingRMHC

Help honor <insert child's name> by giving to @RMHCFargo new house!! <link> #imbuildingRMHC
Did you know @RMHCFargo is building a new house?! It’s so needed in Fargo. Help build it today! <link> #imbuildingRMHC

Donate today to @RMHCFargo & retweet to share your love & build a new House for families in need! <link> #imbuildingRMHC

(Picture) My family used @RMHCFargo & now we are paying it forward to help other families. Join me by donating today! <link> #imbuildingRMHC

**Optimizing your social media**

Each social network has an “appropriate” frequency to share your message. Take a look at the table below that illustrates the level of sharing you should do on each social media channel. These are the minimum amount of times you should post – you can go above and beyond if you wish!

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**Email Template Examples**

Dear ________,

I am so excited! I get to be a part of helping the Ronald McDonald House in Fargo build a much needed new House for families like mine. Most importantly, it will keep families close to each other in a really tough time.

I cannot thank you enough for all the support you have given me! I’m asking today if you would help honor _____ with a gift to the Ronald McDonald House. When I stayed at the Ronald McDonald House (insert personal story).

It would mean a lot to me if you helped me reach my goal of $______. You can give online today here: <link> or mail a check to:

Ronald McDonald House Charities  
New House Donation  
1330 18th Ave S  
Fargo ND 58103

Make sure to watch for updates! Thank you so much for considering a gift of keeping families close to the hospital and close to each other when it is needed most.

Hi friend!

As you know, I’m a big supporter of the Ronald McDonald House! I support them because (insert your reason for supporting).
I’m super excited to share with you that the Ronald McDonald House in Fargo is building a new House! It’s going to be so great and I’m hoping that you’ll consider joining with me in being a part of it.

I have set a goal to raise $______ for the project and need your help. You can give online today here: <link> or mail a check to:
   
   Ronald McDonald House Charities  
   New House Donation  
   1330 18th Ave S  
   Fargo ND 58103  

Thank you so much for considering a gift of keeping families close to the hospital and close to each other when it is needed most. I greatly appreciate your support!

<Signed by you>

P.S. You can also help by sharing the link with your friends on social media!

Hey __________,

(Share your RMHC story)

I had such a wonderful experience I want to help others have the opportunity to stay close by and get a good night sleep in a comfortable bed, delicious meals and connections with other people going through similar things.

Help me in supporter a new Ronald McDonald House in Fargo with a donation toward my goal of raising $______ for RMHC! You can give online today here: <link> or mail a check to:
   
   Ronald McDonald House Charities  
   New House Donation  
   1330 18th Ave S  
   Fargo ND 58103  

Thank you so much for considering a gift of keeping families close to the hospital and close to each other when it is needed most. I greatly appreciate your support!

<Signed by you>

***Remember! Keep your friends and family updated of your progress toward your goal! Send out more than 1 email to grab their attention and see how you are progressing! Encourage them to share your fundraising page with their friends, too.
Thank you again for your support of this project and of the Ronald McDonald House! If you have any questions throughout the process or need help, don’t hesitate to contact Erica. We are happy to help in any way that we can!

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