

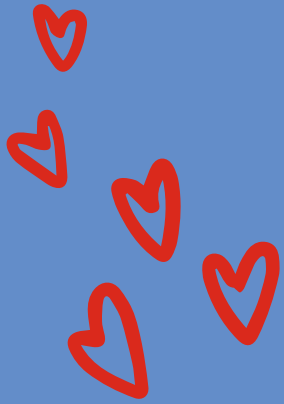
# FUNDRAISING TOOLKIT

keeping families close



Ronald McDonald  
House Charities®  
Ottawa





# FUNDRAISING TOOLKIT

Are you looking for a way to gather your family members, friends or colleagues together in support of a great cause? Let the fun begin! We have put together several suggestions that will help you maximize your impact for Ronald McDonald House Charities Ottawa (RMHCO) families.

## WAYS TO GIVE

So you to support RMHCO, but you're not quite sure how to get your fundraising dollars to our doorstep? We have options for you!

**Create a Facebook Fundraiser:** Ronald McDonald House Charities Ottawa is a charitable organization registered with Facebook to receive funds free of any processing fees, making it easier to share your fundraiser with friends online.

**Build a team fundraiser at [www.rmhccanada.ca](http://www.rmhccanada.ca):** RMHC Canada has their own fundraising platform, designed with you in mind! Through this platform you can create individual or team fundraisers. This option is wonderful if you would like to get your friends and family on board to fundraise with you!

**Give directly on our website:** Once all funds have been gathered, you can make a donation directly to RMHCO on our website, at [www.rmhottawa.com](http://www.rmhottawa.com)



@rmhcottawa



@rmhc.ottawa



613-737-5523

# WHAT TO DO?

Want to up your fundraising game? Here are a few examples of ways that you can execute a safe fundraiser from home:

**Virtual shopping sale** – Have you cleaned out your closet through lockdown because there isn't much else to do? Hold a sale on Facebook Marketplace or Kijiji and redirect the funds to your fundraiser.

**At home dress up day** - Anyone else get excited about dressing up these days? For those who used to have a donation dress down day, switch it up! Encourage your colleagues to make a donation and meet together for a zoom lunch in your long forgotten dress clothes.

**Paint and sip** - Create a Facebook event where you can list everything participants need and share your fundraising link. Choose a date and an instructional video from YouTube for everyone to follow for their painting session.

**Host a virtual trivia night** - Send your friends an event invitation on Facebook. Have the host ask three rounds of 10 questions. Have participants write their answers in a word document and submit them in the chat at the end of each round of 10. Your host tallies the marks, and the winner receives an e-gift!



# SPREAD THE WORD ONLINE

## Example LinkedIn Post:

I'm excited to share with you that I'm putting my support behind Ronald McDonald House Charities Ottawa.

As a home away from home for families seeking medical treatment at CHEO, RMHC Ottawa has remained open as an essential service throughout the global pandemic.

Pediatric illness doesn't stop for COVID-19, and I won't stop either until I know I've done my part in supporting sick children and their families. Join me by supporting RMHC Ottawa and make a donation today: [Make A Donation form : RMH Ottawa](#)

## Example Facebook Post:

My dear Facebook friends, I am excited to share with you that I will be supporting Ronald McDonald House Charities Ottawa in their efforts to provide a safe, inclusive and affordable 'home' for families seeking treatment at CHEO.

RMHC Ottawa has remained open as an essential service throughout the global pandemic. Gathering restrictions have made fundraising events a challenge so I'm taking it upon myself to do some good!

Please join me in supporting RMHC Ottawa and the families that they serve by becoming a monthly donor or making an online donation at the following link: [Make A Donation form : RMH Ottawa](#)

## Example Instagram Post:

On Instagram we suggest adding the link to RMHC Ottawa's website into your personal bio in your profile.

Join me in supporting Ronald McDonald House Charities Ottawa!

As an essential service to the families that they serve, RMHC Ottawa has remained open through the COVID-19 pandemic and they need your help now, more than ever.

This year I'm pledging to support the thousands of families that will call this house 'home' while they seek medical treatment at CHEO. Join me in #KeepingFamiliesClose by visiting the link in my bio and making a donation today!





# USE YOUR E-MAIL CONTACT LIST

Working from home has people in front of their inbox more than ever. Use this to your advantage and connect with your network via e-mail.

[Click here](#) to download an example e-mail that you can share with your contacts.

Personalize your signature. Add [this](#) photo to your e-signature and link to your personalized fundraising page.

## LEARN MORE ABOUT RONALD MCDONALD HOUSE CHARITIES OTTAWA



Check out our website and social media channels to learn more about our House and families. By reading Our Stories on our [www.rmhottawa.com](http://www.rmhottawa.com), you can better understand how our House is able to support families throughout some of their most trying of times.

Experience Kelly and Jamie's journey through [this](#) video and see directly how families forge friendships that last a lifetime at our House. You can also meet the Godfrey family [here](#) to learn more about how RMHC Family Rooms at CHEO support thousands of families from Ottawa and the surrounding area right in the hospital.

**READ THIS PIECE FROM [CTV NEWS](#) ON HOW NEW PARENTS, ANU AND RYAN, WELCOMED THEIR DAUGHTER ELLA MAE INTO THE WORLD DURING THE COVID-19 PANDEMIC WHILE CALLING RMHCO 'HOME.'**



# FAST FACTS AND FUNDRAISING



We're happy to share with you some quick facts about RMHC Ottawa to share with your network, or just to get yourself even more inspired and excited for Skifest 2021!

In 2019 RMHC Ottawa provided families from over 200 communities with:

**4,124**



Nights  
of Comfort

**2,336**



Cups of  
Coffee

**3,318**



Loads of  
Laundry

**\$1.7M**



In Savings

**IN 2019 RMHC OTTAWA  
FAMILY ROOMS INSIDE CHEO  
SERVED 1,677 FAMILIES FROM  
THE GREATER OTTAWA AREA  
AND BEYOND.**

**"YOU GET THE BEST OF PEOPLE  
IN THAT HOUSE. EVERYONE;  
THE FAMILIES, STAFF AND  
VOLUNTEERS, WANT TO HELP  
YOU AND MAKE YOUR LIFE  
JUST A LITTLE BIT EASIER"  
- RYAN WILSON**

The Wilson family, from Cornwall, ON, stayed at RMHC Ottawa for 8 months.

During this time their son, Connor, underwent cancer treatment, and they also expanded their family. Baby sister, Lily, was born and brought home to RMHC Ottawa while her family continued to navigate Connor's illness.

**For more information please contact:**

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