



## COMMUNITY FUNDRAISER GUIDELINES

We greatly appreciate when individuals, organizations, and/or companies offer to host special events to benefit Ronald McDonald House Charities of Marshfield. To best assist in your efforts, please review the following guidelines:

- Use of Ronald McDonald House Charities of Marshfield's logo is acceptable when it is approved by RMHC of Marshfield. Please visit our Media Center to access our logos. Make sure that all promotional materials are approved prior to use. Since RMHC of Marshfield enjoys strong brand recognition, we want to make sure that our name is being used appropriately. Sponsor is authorized to use the name "Ronald McDonald House Charities of Marshfield" only in connection with the fundraising event. The use of the name or logo without our approval is prohibited.
- The host is responsible for the entirety of the coordination efforts, marketing and promotion, sales and full compliance of local, state and federal guidelines regarding a charitable event.
- We ask that the host agrees to coordinate with and request permission from RMHC of Marshfield before soliciting individuals, organizations and businesses in order to avoid duplicated efforts.
- The host must state the terms of the donation to RMHC of Marshfield. As an example, 50% of proceeds, one-time donation of \$1,000, minimum dollar amount or all proceeds and tender gift within sixty (60) days of the event.
- We ask that accepted industry fundraising standards are followed, so that no more than 25% of gross revenue generated is used to cover event expenses. More information can be found at [www.give.org](http://www.give.org).
- A donation solicited on our behalf, whether a donation is an item or cash is fully tax-deductible if only when it is made directly and entirely to RMHC of Marshfield.
- We ask that the host agrees to indemnify and hold harmless RMHC of Marshfield from any and all third-party claims made in connection with the fundraiser. A certificate of insurance may be requested from RMHC of Marshfield.

Ronald McDonald House Charities of Marshfield will make its best effort to:

- Provide RMHC generic brochures or other written materials for your project or event.
- Distribute information provided by you to our Board of Directors, staff and volunteers.
- Schedule tours of the House to members of your group.
- Provide volunteer(s) or RMHC representation, if the expected net revenue will exceed more than \$2,500.

**We thank you for your support and interest in RMHC of Marshfield! Your efforts help us to keep families close to their sick child.**