



RMHC
New Zealand

RAISE LOVE™
FOR RMHC

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ABOUT RONALD MCDONALD HOUSE CHARITIES® (RMHC®) NEW ZEALAND

RMHC® New Zealand supports families when their child is in a hospital away from home.

The Ronald McDonald House® and Ronald McDonald Family Room® programmes take care of the practical things in life, so families can focus on their child staying in a hospital away from home. In 2018, we offered over 4,300 families across New Zealand accommodation and support free of charge. This helps to relieve stresses like paying for a place to sleep near the hospital, organising family meals, and needing a friendly ear to listen on tough days.

Simply, we give families with a hospitalised child what they need most – each other.



DID YOU KNOW?

- ? The **first Ronald McDonald House** in New Zealand was opened in **1991**
- ? RMHC New Zealand provided **43,210** accommodation nights in **2018**
- ? We operate Ronald McDonald Houses in **Auckland, Wellington and Christchurch**, and Ronald McDonald Family Rooms in **Auckland and Invercargill**

RAISE LOVE: FUNDRAISE FOR RMHC NEW ZEALAND

Thanks to the generosity of our supporters and the community, we are able to take care of thousands of families each year.

You can Raise Love to support RMHC New Zealand in lots of different ways. Whether it's just you or an entire team, pick an activity you love, set a goal, and call on your friends and family for their support. All the proceeds of your hard work will have a direct impact on families who stay with us.

We are here to support your fundraising efforts. Please get in touch to talk about an idea, get more information or order support materials - we are here to help.



WHERE YOUR MONEY GOES

Ronald McDonald Houses run just like a normal house but on a much larger scale, which means RMHC New Zealand has the same household bills as well. From electricity, water and gas to making sure there is bread on the table and milk in the fridge, Ronald McDonald Houses are true homes and we could not run them without the support of the community.

Some of RMHC New Zealand's ongoing costs that you can contribute to include:

\$500 replacement of kitchen equipment (pots, pans, utensils, appliances)

\$250 new set of bed linen for a room

\$200 new and exciting art supplies for our school and art rooms

Or Raise Love to host a family staying with RMHC New Zealand by covering a family's accommodation for a night, week, or month:

\$3920 – for one month

\$980 – for one week

\$140 – for one night

HOW WILL YOU RAISE LOVE? CHOOSE YOUR FUNDRAISER

Host an Event

Pick an event that you think will appeal to a large number of people in your network. Plan your event well in advance so you have enough time to advertise and get it in people's diaries.

Event Ideas:

- Sports tournament
- Bake sale or BBQ
- Garage sale
- Gym or yoga classes
- Mufti day
- Movie night
- Quiz night
- Benefit or gala



Challenge Yourself

Challenge yourself by taking part in an event or race, or find your own personal challenge, to raise funds for RMHC New Zealand. Whether you plan to take on a full marathon or enter your first ever 10k race – this is your chance to shine! Challenge events are exciting, motivating and easy to get your family and friends to support.

Challenge Ideas:



Celebrations and Memorials

Asking family and friends to donate in lieu of gifts at a celebration, such as a birthday, wedding or anniversary, is a great way to support a cause you care about. RMHC New Zealand can help set up a fundraising page, provide donation buckets, posters, and thank you cards to make your celebration fundraiser a success.

Many people now choose to remember their loved ones by donating to a charity or cause close to their hearts. We can support you through this process, including helping to set up a page which allows you to share special moments, memories and photos.

If you would like to create a celebration or memorial page, get in touch and we will help you to get started.

BEFORE YOU RAISE LOVE

Pick Something You Love

Raise Love for RMHC New Zealand by picking a fundraiser you're passionate about. By choosing an activity or event you love, you'll find it easier to stay motivated.

Choose a Time

Plan ahead to make sure you have enough time to prepare, train (if necessary), gather your materials, and ask for donations. We recommend no less than 4 weeks to plan for your fundraiser.

Set a Goal

It's helpful to set a goal based on what donations can do for RMHC New Zealand. Setting a goal also provides you with more reasons to update your audience on your progress, and may even prompt additional donations.

Prepare Your Resources

RMHC New Zealand can provide templates, posters and thermometers for email, social media, local advertising and sending thank you messages – see the ones we've included at the end of this toolkit. Having this all prepared in the beginning means you can quickly send them out during your fundraiser.

List Your Potential Donors

Create a list of people you could ask to support you; these may include family, friends, business associates (colleagues and clients), club members, your church community, or gym class regulars. Group these people based on the level of support you think they can give you.



Meads family fundraising in Taupo



Palmerston North Boys High School



Tractor Trekkers

DURING YOUR FUNDRAISER

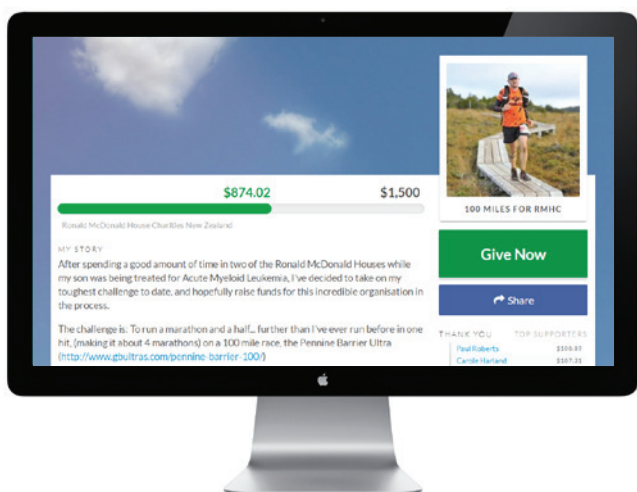
Asking for a donation can seem like the hardest part. You need to remember people are generally happy to support something that you are passionate about, or has had a direct impact on you or someone you know. The worst that could happen is that someone would say 'no' and that's OK!

Be the First to Donate

Inspire others to donate by making the first donation yourself – this shows you're passionate and committed to the fundraiser.

Share Your Fundraiser

Spread the word on social media, email, and personal visits or phone calls. Ask your friends and family to share information about your Raise Love fundraiser.



Write to Your Potential Donors

Send each group or individual a personalised email or letter with detail about how you think they can help and how you are planning to fundraise. Include information about RMHC New Zealand, and what their support will mean to the families staying at the Houses.

Tag Us

Tag RMHC New Zealand in your social media posts so we can help you spread the word.

Document Your Event

Take photos, videos, and gather stories as you talk to participants and donors. These are great to share during and after your event, to promote it to more donors and to use as a 'thank you' to those who have supported you.

Update Your Followers

Write thank you posts to celebrate milestones, such as reaching \$500, raising enough to house a family for one week, or personal training milestones such as your first 5km complete.

Follow Up and Ask Again

Many people plan on donating, but simply forget to at the time – a friendly and enthusiastic follow up, with an update on your progress, is a great way to remind them to donate.



Say Thanks and Give Shout Outs

A genuine thank you means a lot and lets your supporters know you appreciate their contribution. Individually thank each donor as soon as you can after their donation, and tag donors in 'shout outs' on social media.

AFTER YOUR FUNDRAISER

Submit Your Donations

If you set up an online fundraiser through Everyday Hero, the donations are automatically sent to RMHC New Zealand, so you don't need to do anything else. If you took donations through other methods, there are a few ways you can get your proceeds to us. When you're donating, please make sure that you reference your own name and 'Raise Love'.

1 WEBSITE

Visit our website at
rmhc.org.nz/donate



2 POSTAL

You can send your cheque to:

Ronald McDonald
House Charities NZ
PO Box 110119
Auckland Hospital
Auckland 1148



3 DIRECT CREDIT

Our bank account:
**Ronald McDonald House Charities
New Zealand Trust**

Account number:
12-3192-0062962-00

Reference: **'Name' and 'Raise Love'**



Follow Up and Thank Again

No matter how big or small your fundraiser is, it's so important to thank the people who helped you make it happen. Send each donor another thank you message, with a final update on the amount you raised. For a personal touch, we can supply thank you cards for you to send out to everyone who has donated, just get in touch to request these. It's a great idea to give a tangible example in your thank you note of what that money can do – for example, \$980 will host a family staying at Ronald McDonald House for one week. Let them know how important their contribution was to you, and encourage others to start their own fundraisers by letting them know how rewarding it was!

Start Planning for Next Year

After your event, look back on what you think went well and what could be better next time. Let us know how you think we can support you better, and consider what you might like to do next time you fundraise for RMHC New Zealand.

FREQUENTLY ASKED QUESTIONS

What is Raise Love?

Raise Love is a fundraising platform that allows participants to do what they love and help raise money for RMHC New Zealand. Funds will help keep families together while they have a child in hospital.



Tamihere family from Kawerau

What is the ideal fundraising target to aim for? (How much should we be fundraising?)

Any amount of money that you raise doing what you love can help us support families while their children are in hospital – every bit, big or small, counts! Have a look at our suggested fundraising targets above to help you decide on an amount.

How long should we fundraise for? (What is the timeline?)

As long as you like, but at least four weeks will give people enough time to donate. If you're using a challenge as your event, you'll see an increase in donations the closer you get to the event – just remember you need to remind people to donate.

What can I use to assist my fundraising?

We have collection buckets, bibs, pamphlets, balloons, downloadable posters and thank you stickers and cards that are available for you to use. Just get in touch with us, and we'll post these to you or provide a link to download. We can also provide you with a letter of support which can help when approaching local companies.



Hautapu family from Palmerston North

Can I fundraise by collecting donations on the street, outside supermarkets or in shopping malls?

In most cases, fundraising in public places in New Zealand require permission from the local council and/or managers of the stores or shopping mall. Let us know where you would like to collect and we will let you know if you will need to get a permit.

For more information or if you have any questions, please contact:

E: fundraising@rmhc.org.nz

P: +64 9 365 8343

TEMPLATES

Click on the following links to download the templates you might need for your fundraiser:

[**Social Media Guide**](#)

[**Letter of Authority to Fundraise**](#)

[**Email Template**](#)

[**Press Release Template**](#)

[**Thank You Template**](#)

SOCIAL MEDIA GUIDE



One of the best ways to spread the word about your Raise Love fundraiser is by sharing it with friends and family on social media. However you're raising funds – an event, a challenge, or anything else – sharing your reasons for doing it and your progress along your journey is a great way to get and keep the interest of others.

Below are a few general pointers, plus some tips and examples specific to Facebook, Instagram, and Twitter.

Do

- Share your fundraiser directly to your own social pages using the share buttons on your fundraising page
- Tag RMHC New Zealand in your posts
- Tag friends and family who have donated with a heartfelt 'thank you'
- Use the hashtags **#KeepingFamiliesClose** and **#RaiseLove**

Don't

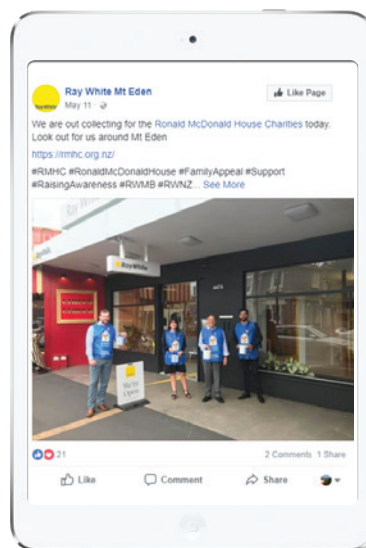
- Make every post an 'ask' – mix it up by sharing updates on your progress if you're training for something, inspiring messages, relevant photos, and positive stories as well!
- Post suggestive or offensive content
- Make duplicate posts on other people's walls



Facebook

RonaldMcDonaldHouseCharitiesNZ

- Create a Facebook event and invite friends to attend – this helps you keep track of who is interested in your fundraiser, and allows you to update them on event details easily
- Share your personal fundraising page, with a link to where people can go to make a donation
- Tell your story – why are you fundraising for RMHC New Zealand?
- Thank donors by giving them a shout out
- Tag RonaldMcDonaldHouseCharitiesNZ in your posts – we love seeing what you're up to!



Sample Facebook Posts

- More than 3,700 families need the accommodation and support of @RonaldMcDonaldHouseCharitiesNZ each year. I'm excited to be hosting a (EVENT TYPE) to **#RaiseLove for RMHC** – if you'd like to join me, visit (EVENT URL) **#KeepingFamiliesClose**
- @RonaldMcDonaldHouseCharitiesNZ means a lot to my family, and I'd love to give back. Take a look at my story here (FUNDRAISING PAGE) **#RaiseLove #KeepingFamiliesClose**

SOCIAL MEDIA GUIDE



Instagram [rmhcnewzealand](#)

- Take interesting photos of your progress or of anything you're doing to fundraise – baking, setting up a market, or dressing up – it all makes for interesting content!
- Include a link to your fundraising page in your post
- Remember to tag us, and use the hashtag **#KeepingFamiliesClose**



Sample Instagram Posts

- Check out the fun we're having getting ready for our [@rmhcnewzealand](#) fundraiser! There's still time to donate to this amazing cause (URL) **#KeepingFamiliesClose #RaiseLove**
- Thanks [@USER](#) for your donation – you've helped me get over the halfway line to my **#RaiseLove fundraising goal!** [@rmhcnewzealand](#) **#KeepingFamiliesClose**
- Fundraising for [@rmhcnewzealand](#) has given me extra motivation, and I'm now able to (e.g. RUN X DISTANCE)! Check out my story (URL) **#KeepingFamiliesClose #RaiseLove**

Twitter [RMHCNewZealand](#)

- Briefly explain why you are fundraising for RMHC New Zealand
- Share a link to your personal fundraising page or your Facebook event page
- Tweet before, during, and after your event to keep your supporters updated on your progress
- Tag [@RMHCNewZealand](#) and use the hashtags **#KeepingFamiliesClose** and **#RaiseLove**

Sample Tweets

- Check out my **#RaiseLove** fundraiser for [@RMHCNewZealand](#) – your donations will be **#keepingfamiliesclose** (URL)
- I am halfway to my **#RaiseLove** fundraising goal! Please share and keep the donations going – visit (URL) to support [@RMHCNewZealand](#) in their goal of **#KeepingFamiliesClose**
- Thank you [@USER](#) for your generous donation to my [@RMHCNewZealand](#) **#RaiseLove** fundraiser – your support means the world! **#KeepingFamiliesClose**

Share with us!

Have you taken some great photos or videos while fundraising for RMHC? We'd love to see them! Send photos and videos of your fundraisers to fundraising@rmhc.org.nz, tell us about your event and share your story with us. Or, tag us in your social posts:

Facebook: [RonaldMcDonaldHouseCharitiesNZ](#)

Instagram: [rmhcnewzealand](#)

Twitter: [RMHCNewZealand](#)

LETTER OF AUTHORITY TO FUNDRAISE



[INSERT DATE]

To whom it may concern,

On behalf of Ronald McDonald House Charities® (RMHC®) New Zealand we endorse the support of:

[ORG or IND NAME] who will Raise Love to fundraise for RMHC New Zealand.

Raise Love encourages participants to do what they love while raising funds for RMHC New Zealand, which supports families when their child is in a hospital away from home. The Ronald McDonald House® and Ronald McDonald Family Room® programmes take care of the practical things in life so families can focus on their child. Each year, we offer 3,700 families across New Zealand accommodation and support free of charge. This helps to relieve stresses like paying for a place to sleep near the hospital, organising family meals, and needing a friendly ear to listen on tough days.

Hospital partners appreciate having RMHC New Zealand programmes for their young patients. They say that having family staying nearby can help speed up the amount of time a child needs to stay in the hospital.

Families tell us that the good nights' sleep they get in RMHC New Zealand's comfortable beds so close to the hospital helps them feel well rested so they can best support their child through treatment.

Simply, we give families with a hospitalised child what they need most – each other. Should you have any queries about fundraising for RMHC New Zealand, please do not hesitate to get in touch with me. Thank you for your support.

Best wishes,

[INSERT DIGITAL SIGNATURE]

Rebecca Thomson
Community Fundraising Officer
rebecca.thomson@rmhc.org.nz
027 704 6352

EMAIL TEMPLATE REQUESTING DONATION

Dear [NAME]

I've chosen to Raise Love by fundraising for Ronald McDonald House Charities® (RMHC®) New Zealand because [INSERT REASON] i.e. I know someone who stayed, I have stayed). I'll be hosting/ completing a [INSERT FUNDRAISER TYPE] on [INSERT DATE] and I would love your support!

It costs \$140 to accommodate one family for a night at a Ronald McDonald House®, so I have set myself the target of raising [INSERT AMOUNT] to help as many families as possible. You can help me by donating here [INSERT URL].

RMHC New Zealand provides free accommodation and support for families with children in hospital. This reduces some of the financial, emotional and practical burdens that families face during a highly stressful time. Tonight over 100 families will stay at a Ronald McDonald House and every year they take care of over 3,700 families across the country.

No matter how large or small the gift you choose to give, it will help make a big difference to the lives of many families and for this I thank you.

Warm regards,
[NAME]

PRESS RELEASE – TEMPLATE

[INSERT DD/Month/YYYY]

For Immediate Release

[INSERT NAME] Raising Love to support families in New Zealand

[INSERT NAME] will Raise Love to support Ronald McDonald House Charities® (RMHC®) New Zealand by holding an [INSERT EVENT]. Raise Love encourages participants to do what they love to help RMHC New Zealand provide free accommodation and support to families when their child is in a hospital away from home.

The event will be held on [INSERT DATE] at [INSERT TIME], and will take place at the [INSERT LOCATION] in [INSERT CITY/TOWN].

The funds raised will be donated to RMHC New Zealand, which provides practical and emotional support to families with a child in hospital. Last year, more than 3,700 families from across the country were supported by RMHC New Zealand programmes.

STATEMENT FROM FUNDRAISER/CEO/PRINCIPAL ETC

Eg: [INSERT NAME], of [INSERT BUSINESS], says that [INSERT SHE/HE/THEY] chose to support RMHC New Zealand because [INSERT REASONS]. "[INSERT QUOTE]," says [INSERT NAME].

The Bickford family from Gisborne have stayed over 70 days at Ronald McDonald House in Auckland.

"The House enabled us to stay together as a family and support each other as Brya went through her treatment – it was our 'home-away-from-home'," says mum Erin.

Funds raised from this event will go towards supporting families like the Bickfords when their children are in a hospital away from home.

For more information about the event, please contact [INSERT NAME] on [INSERT PHONE] or [INSERT EMAIL].

About RMHC New Zealand

RMHC New Zealand supports families when their child is in a hospital away from home.

The Ronald McDonald House® and Ronald McDonald Family Room® programmes take care of the practical things in life so families can focus on their child staying in a hospital away from home.

Each year RMHC New Zealand offer 3,700 families across the country accommodation and support free of charge. This helps to relieve stresses like paying for a place to sleep near the hospital, organising family meals and needing a friendly ear to listen on tough days.

Visit www.rmhc.org.nz for more information.

THANK YOU - TEMPLATE



Dear [NAME]

I wanted to thank you so much for your generous gift of [AMOUNT] towards my efforts to Raise Love for Ronald McDonald House Charities® (RMHC®) New Zealand.

Last year RMHC New Zealand provided a home-away-from-home for over 3,700 families. They simply couldn't continue to provide this essential service without people like you in our community.

On behalf of all of the families who stay at Ronald McDonald House®, thank you for your kind support and commitment to help those with a child in hospital.

Warm regards,
[NAME]

THANK YOU

Thank you for choosing to Raise Love for RMHC New Zealand. Your hard work and dedication is greatly appreciated, and we wish you the very best of success with your fundraiser.

RAISE LOVE™
FOR RMHC

