Community Events Toolkit

Ronald McDonald House®
Central Florida

Table of contents

Introduction & Thank You 2

About Ronald McDonald House® Central Florida 3

How to Host an Event 4

How We Can Help 6

Frequently Asked Questions 7

Event Resources 8

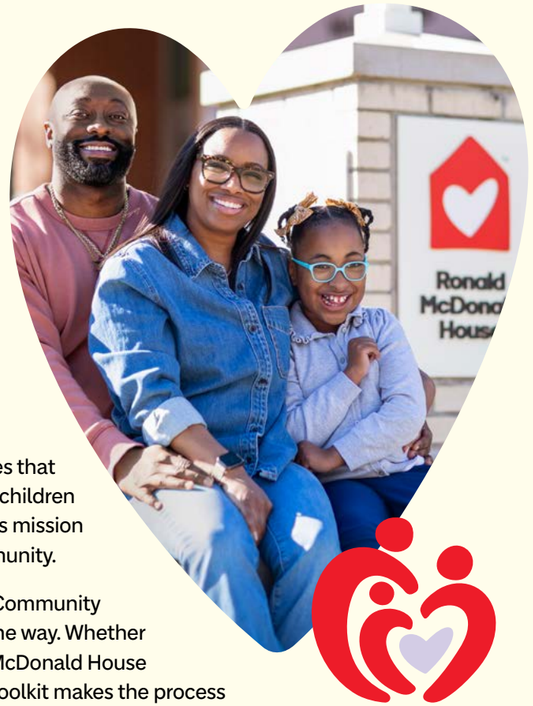
- Fundraising Ideas 8
- Sample Action Plan 9
- Charity Walk/Run 10
- Budget Template Plan 12
- Online Fundraising Tips 13
- Social Media Engagement 14
- Brand Guide 15

Next Steps & Contact Us 16

Thank you for your generosity

From our entire team at Ronald McDonald House® Central Florida, thank you for choosing to support children and families through your community event.

As a Community Partner, you are an important part of the Ronald McDonald House Central Florida family, and we are incredibly grateful for your generosity, time, and commitment.



Since opening our first House in 1996, Ronald McDonald House Central Florida has been fortunate to have the support of dedicated community partners who help us provide closeness, comfort, and care to families when they need it most. Today, our three Ronald McDonald Houses® provide temporary housing and supportive services for families of children receiving medical treatment throughout Central Florida.

By hosting a fundraiser in support of Ronald McDonald House Central Florida, you are helping make it possible for families to stay close to one another during some of the most challenging moments of their lives. Together we can provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare. Your time, talents, and generosity help make this mission possible and create a meaningful impact for families in our community.

As you plan, organize, and host your event, we have created this Community Events Toolkit to provide helpful guidance and resources along the way. Whether you are planning your first fundraiser or have supported Ronald McDonald House Central Florida through community events before, we hope this toolkit makes the process easier and helps you feel connected to our mission every step of the way.

Thank you for helping us bring this mission to life in our Central Florida community. We are grateful to partner with you in keeping families close.

With Gratitude,
Community Partnerships & Programs Team

History of Ronald McDonald House

Beginning a journey of care

Our Ronald McDonald House story began in Philadelphia. In 1974, Philadelphia Eagles tight-end Fred Hill's daughter, Kim, and her leukemia diagnosis inspired the Hill family to advocate for a place to support families while their children received care at nearby hospitals. Fred collaborated with our co-founder Dr. Audrey Evans to bring that vision to life. By 1979, the success of this vision led to the establishment of 10 more Ronald McDonald Houses across the United States. Today, the Ronald McDonald House offers 1,032 programs in 62 countries and regions, all advocating for families to ensure the best health outcomes for children.

About Ronald McDonald House Central Florida

Ronald McDonald House® Central Florida cares for families with children who are ill or injured. We provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

To provide the highest level of care for families, we are guided by four core values. Our values are the essential beliefs we share, the standards we wish to keep, and the distinct ways of working that are true across our system. These short, memorable statements carry a depth of meaning that truly defines who we are, in the way we relate to each other and the families and children we serve.

We lead with compassion. We are deeply respectful. We act with integrity. We are firmly committed.

Our local history

Ronald McDonald House on the campus of AdventHealth for Children, the first in Central Florida, opened in December 1996. Critical needs of families continued to grow, and in May 2003, we opened Orlando's second Ronald McDonald House on the campus of Orlando Health Children's Arnold Palmer Hospital and Orlando Health Winnie Palmer Hospital for Women & Babies. Our third Ronald McDonald House on the campus of Nemours Children's Health has been serving families since August 2016. Every night, our Houses serve up to 84 families. Each year, approximately 2,000 families stay with us to be close to their critically ill children.

Steps to a successful event

Step 1: Organize a Planning Committee or Event Leads

Step 2: Brainstorm and Set Event Goals

- ☐ What type of event would you like to host? Use our Fundraising Ideas for inspiration.
- ☐ What is your fundraising goal?
- ☐ How do you plan on fundraising?
- ☐ Who is most likely to attend your event?
- ☐ What inspires you to host an event benefiting Ronald McDonald House?

Step 3: Creating a Budget

- ☐ We recommend maintaining your costs at no more than 40% of your budget.
- ☐ Use our Budget Template as a guide.

Step 4: Schedule Your Event – Date, Time, Venue

- ☐ Remember to check for conflicting events on community calendars.

Step 5: Tell Us About Your Event

- ☐ Complete our Community Event Application.
- ☐ After your application has been reviewed, a Ronald McDonald House Central Florida representative will contact you to discuss your event.

Step 6: Plan Ahead

- ☐ Use our Action Plan Worksheet.
- ☐ If you're organizing a charity walk/run, we have our very own special Action Plan Worksheet for you.

Step 7: Fundraise for the Event

- ☐ Online: Our Ronald McDonald House Central Florida team member will discuss options with you on how to set up a custom QR code and fundraising page.
- ☐ Offline: Collect credit, cash or check payments accurately within 60 days of the event.

Step 8: Promote Your Event

Decide how you will let the community know about your event. Check out our Social Media Engagement for useful tips.

Step 9: Host Your Event

All your hard work will be showcased on event day! In this busy time, remember the real purpose of this event and why you felt led to help the families at Ronald McDonald House Central Florida.

Step 10: Post-Event Management

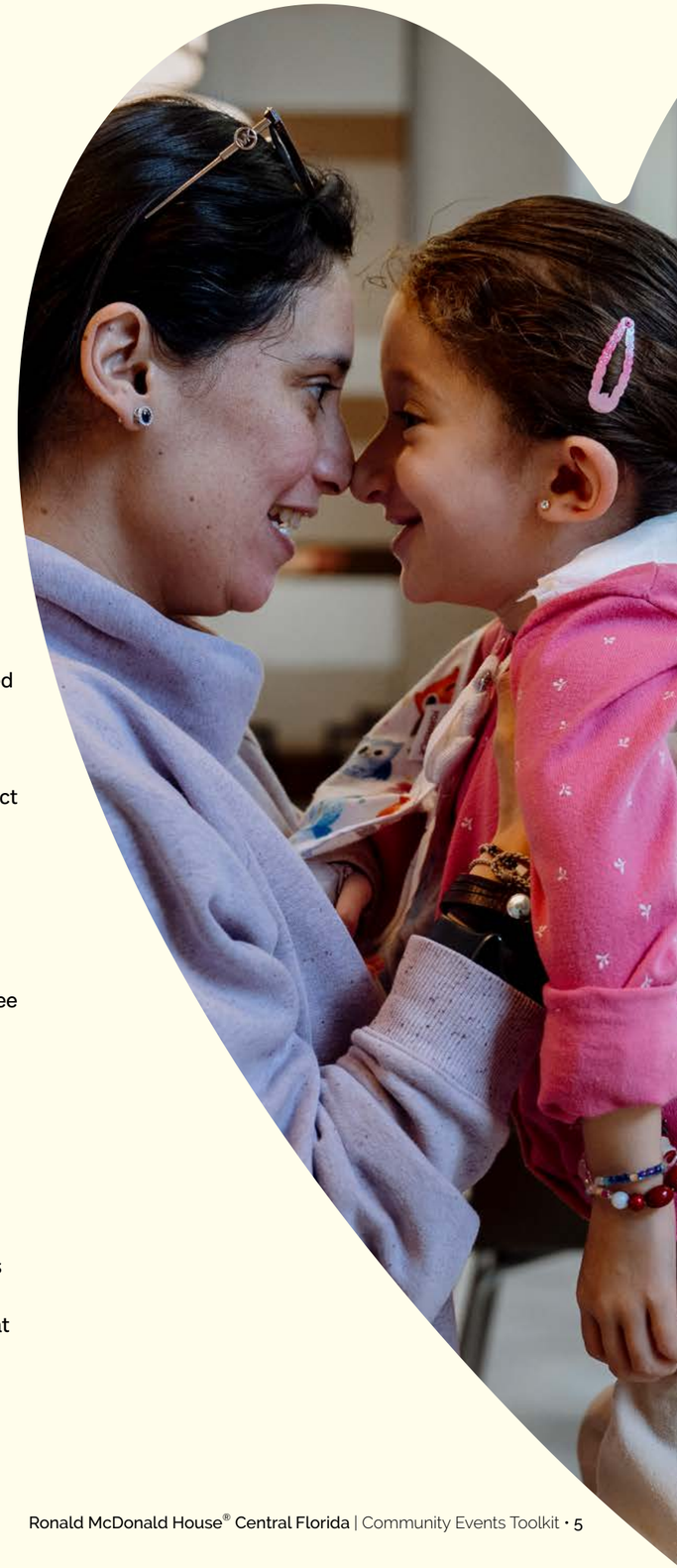
Here are some items to think about as you wrap up your event:

- ☐ Invoices/Payments – collect any outstanding payments and take care of any outstanding vendors that need to be paid.
- ☐ Finalize your budget – how much did you raise after expenses?
- ☐ Submit your proceeds to Ronald McDonald House Central Florida within 60 days of your event and within the calendar year. All donations can be mailed in with one check payable to Ronald McDonald House Central Florida or can be completed online through our donations page. Please connect with your Ronald McDonald House Central Florida contact prior to submitting the donation.

  Ronald McDonald House Central Florida
  ATTN: Community Fundraising
  1030 N Orange Avenue #105 Orlando, FL 32801
  Please include your event name in the memo line.
- ☐ Perform an event analysis with your event committee – what went well and what could be done better next year?
- ☐ Thank your committee and your donors.
- ☐ Start planning for next year!

Step 11: Share Your Success!

Our Ronald McDonald House Central Florida team loves to celebrate your success! After the conclusion of your event, we can schedule a check presentation and tour at one of our three Houses.



How we can partner

We want you to have a successful event and look forward to supporting your fundraising efforts.

Here are ways we can help:

- Support a successful event by sharing fundraising best practices, helpful templates, scheduling a planning meeting, and sharing testimonials/ examples from previous community fundraisers.
- Provide use of Ronald McDonald House Central Florida logo. Please note, all materials using this logo must be approved by Ronald McDonald House Central Florida team.
- Acknowledge and provide a tax receipt to you, the organizer of the event, for the monetary contribution.
- Timing and distance permitting, coordinate a Ronald McDonald House representative at your event.
- Timing and event type permitting, possible promotion through our social media channels.
- Coordinate celebratory check presentations at our House(s).

However, we are unable to support:

- Solicitation of event sponsors or participants.
- Invite guests to attend the event.
- Event administrative support.
- Provide liability insurance or liability coverage.
- Provide financial support of any kind.
- Fund or reimburse event-related expenses.
- Share the information of Ronald McDonald House Central Florida donors, vendors, sponsors or employees.
- Provide Ronald McDonald House letterhead.
- Assist with outside advertising, marketing and publicity (newspaper, radio, television, etc.).
- Recruit and manage volunteers.
- Obtain permits for the event.
- Provide giveaway items or auction items for the event.
- Graphic design of print or digital materials.
- Issue tax receipts to individuals who have donated to your event.
- Sign vendor contracts.

Frequently asked questions

Will Ronald McDonald House Central Florida provide an organization representative to speak or educational materials for my fundraiser?
Ronald McDonald House Central Florida will do its best to coordinate a representative and materials for your event, based on availability, distance, and timing.

Can someone from Ronald McDonald House Central Florida help me plan my event?
Due to the large number of events and a limited number of staff, the Ronald McDonald House Central Florida staff are unable to assist in planning community events. We are happy to provide guidance for your event!

Can we have a check presentation at one of the Ronald McDonald Houses?
Yes, we will coordinate a check presentation to be held at one of our three Ronald McDonald House locations after your event has concluded.

Can supporters donate to my event online?
Yes, supporters can donate. Please contact our team, and we will set up an online giving page with custom QR code and URL.

If I am holding the same annual event, will I need to resubmit an application?
Yes, you will need to resubmit an application each year you plan to host your event. All print materials will still need to be approved by Ronald McDonald House Central Florida.

Will I be held responsible for the amount estimated on my application?
No, you will not be held responsible for the donation total estimate on your application. The amount listed is for internal reference only. Any amount raised is greatly appreciated.

Will Ronald McDonald House Central Florida provide volunteers for my event?
While we appreciate your efforts in raising funds, we are unable to commit to recruiting volunteers for your event.

Fundraising ideas

Art Exhibition

Auction

Bake Sale

Ball Games

Bike Ride

Bingo

Birthday

Bowling Tournament

Car Show

Car Wash

Church Fundraiser

Coin Drive

Concert

Conference Giveback

Cooking Party

Craft Sales

Dance Marathon

Dine Out for a Cause

Dinner Party

Donations in lieu of Special Occasions

Dress Down Day

Fashion Show

Fishing Tournament

Fitness Class

Fun Run

Gala

Game Night

Garage Sale

Golf Tournament

Holiday Party

Ice Cream Social

Jeans Day/Jersey Day

Lemonade Stand

Luncheon

Paint Night

Pancake Breakfast

Restaurant or Retail Partnership

Round-Up

School Fundraiser

Sports Tournament

Talent Show

Tennis Tournament

Walk-a-Thon

Yard Sale

Sample action plan

6-12 Months before the event

- [ ] Decide on the type of event you would like to hold
- [ ] Secure your date and venue
- [ ] Research competing events in your area
- [ ] Recruit a volunteer committee and set up regular meetings
- [ ] Set fundraising goals and develop your event budget, including expenses
- [ ] Register your event with Ronald McDonald House Central Florida
- [ ] Develop sponsorship information
- [ ] Send out letters to people/businesses for sponsorships/donations
- [ ] Develop a promotion strategy
- [ ] Create marketing collateral
- [ ] Apply for any applicable license and permits

3-5 Months before the event

- [ ] Develop your invitation list
- [ ] Send out materials to promote your event
- [ ] Contact local newspapers, radio stations and companies with digital signs to promote and provide coverage at your event
- [ ] Invite any local VIPs (i.e.: Mayors, Celebrities)
- [ ] Create a list of volunteer needs and start recruiting volunteers
- [ ] Order event supplies

1-2 Months before the event

- [ ] Determine any speakers you would like for your event
- [ ] Arrange for photography/videography for the event
- [ ] Create a run of show (timeline)

1 Week before the event

- [ ] Connect with volunteers and confirm roles and event details
- [ ] Confirm event details with venue

Day of event

- [ ] Arrive early for set-up and cover any last-minute details
- [ ] Record all donations and ticket sales
- [ ] Audio/visual check
- [ ] Enjoy your event!

After the event

- [ ] Deposit funds raised
- [ ] Pay all outstanding expenses
- [ ] Send thank you letters to guests, sponsors and volunteers
- [ ] Debrief with your committee
- [ ] Send proceeds and photos to Ronald McDonald House Central Florida
- [ ] Begin to plan for next year!

Charity walk/run action plan

6-12 Months before the event

- ☐ Identify local race company if needed
- ☐ Identify your spending and income budget in order to measure success
- ☐ Reserve date and location
- ☐ We recommend that race sites launch 5-6 months before the event date
- ☐ Create sponsorship packet, registration form, event page and waiver
- ☐ Submit permit applications
- ☐ Secure event insurance

3-5 Months before the event

- ☐ Set goals
- ☐ Determine race entry fee and sponsorship levels
- ☐ Identify and solicit sponsorships
- ☐ Determine race participant audience (where will the attendees come from, who will be invited, and how will the race be promoted)
- ☐ Identify and recruit volunteers
- ☐ Announce event through various marketing channels (blog post, social media marketing, email marketing, flyers, etc.)
- ☐ Measure and map 5K route

2 Months before the event

- ☐ Secure race winner awards (gift cards, trophy, etc.)
- ☐ Draft and sign written agreement with sponsors
- ☐ Propose food and drink sponsorships to grocers and restaurants
- ☐ Send email and social media post reminders to donors and potential participants
- ☐ Order race medals
- ☐ Reserve course equipment (barriers, timing equipment, sound system, etc.)
- ☐ Reserve stand-by ambulance
- ☐ Contact schools and churches for volunteer applicants
- ☐ Determine packet pickup location and packet pickup volunteers

1 Month before the event

- ☐ Finalize food and drink sponsors
- ☐ Reserve portable toilets
- ☐ Order t-shirts
- ☐ Order race bibs
- ☐ Submit event to local publications
- ☐ Set event day schedule (races, activities, awards, etc.)
- ☐ Order banners and signs
- ☐ Confirm and email volunteers about working the event
- ☐ Create volunteer schedule (event prep, set up, during event, clean-up, etc.)
- ☐ Buy and prepare first aid kit and supplies
- ☐ Promote your 5K at other community events (street fairs, other runs, etc.)

1 Week before the event

- ☐ Organize and schedule staff for packet pick-up
- ☐ Print race day registration forms
- ☐ Print list of pre-registered
- ☐ Determine how participants will locate their finish time (posted at the event or online)
- ☐ Heavy social media presence
- ☐ Promote on local news and radio
- ☐ Final check that you have everything
- ☐ Enjoy your charity walk/run

After the event

- ☐ Deposit funds raised
- ☐ Pay all outstanding expenses
- ☐ Send thank you letters to guests, sponsors, and volunteers
- ☐ Debrief with your committee
- ☐ Send proceeds and photos to Ronald McDonald House Central Florida
- ☐ Begin to plan for next year!

Budget template

Event Functions	Projected Cost	Actual Cost
Event Site/Facility		
Rental Fee		
Permits/License		
Subtotal		
Rentals		
Tables/Chairs/Tents		
Linens		
Subtotal		
Food Services		
Food		
Beverages		
Subtotal		
Promotion/Advertising		
Newspapers/Magazines		
Flyers		
Emails		
Radio		
Subtotal		
Misc. Costs		
Entertainment		
Event Décor		
Parking		
Extra Supplies		
Postage		
Subtotal		
Total Expenses		
Booth Space Sales		
Ticket Sales/Admission		
Sponsors		
Donations		
Merchandise		
Auction		
Other		
Total Income		
Total Net Income		

Custom QR code fundraising

Ronald McDonald House Central Florida can provide community partners with a dedicated fundraising page and QR code to make it easy for supporters to donate directly to Ronald McDonald House Central Florida. This option is a great way to collect donations at events, on printed materials, through social media, or as part of an ongoing community fundraising campaign.

1. Select the QR code fundraising option
When your community fundraising event is approved, inform your Ronald McDonald House Central Florida staff contact that you would like to create a customized fundraising page and QR code for your event.

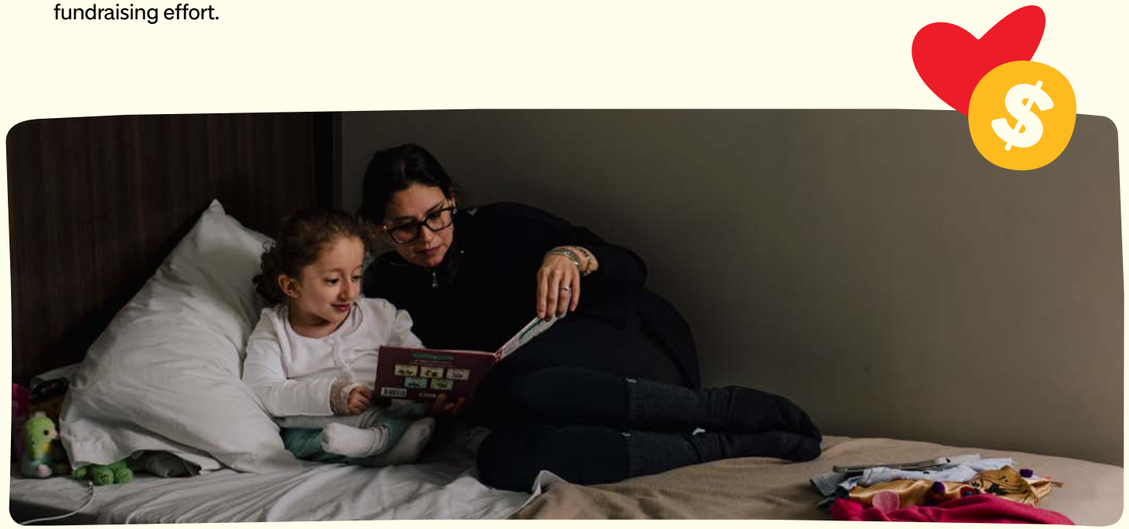
2. Customize your fundraising page
Your fundraising page can include:

- Your organization or event logo.
- Four suggested donation amounts (ex: $25, $50, $75, $100).
- A description of your event, story, and/or fundraising effort.

3. Allow 5-7 business days for creation
Please allow a minimum of 5-7 business days for Ronald McDonald House Central Florida to create and provide your customized fundraising page and QR code. We recommend requesting your page as early as possible to ensure it is available before your promotional materials are finalized.

4. Incorporate the QR code into promotional materials
Once you receive your QR code, you may incorporate it into approved event promotional materials, including flyers, signage, social media graphics, and other communications.

5. Submit materials for marketing approval
Any promotional materials featuring the Ronald McDonald House logo, name, or QR code must be submitted to and approved by the Ronald McDonald House Central Florida Marketing Team before they are distributed, printed, or posted publicly. This helps ensure all materials accurately represent Ronald McDonald House and follow our brand guidelines.



Social media engagement

Promotion:

- Share event details, updates, and reminders throughout the weeks leading up to your event to encourage participation and engagement.
- Use your event hashtag and tag our Instagram and Facebook accounts @ronaldmcdonaldhousecf so our team can engage with your content appropriately.
- Build excitement leading up to your event by using strong, engaging imagery that reflects the event and its purpose.
- Use hashtags of phrases or words that would describe your event and the audience you hope to reach.

Day of event:

- Capture and share content in real time through posts, stories, reels, or livestreams to showcase the event and encourage engagement.
- Tag Ronald McDonald House Central Florida and use your event hashtag when sharing content so our team can follow along and engage with your posts.
- Repost and engage with attendees and other accounts that are highlighting your event.
- Save photos, videos, and other content from the event so you can continue sharing the impact and use it to promote future events.

After the event:

- Thank your attendees and supporters through social media and share the impact of their participation.
- Continue building momentum for next year's event by sharing photos, videos, highlights, and memorable moments from the event.

Brand guide

Boilerplate

Ronald McDonald House® is an independent, nonprofit 501©(3) organization that cares for families when they have children who are ill or injured. Through a global network of 250 independently operated Chapters in more than 60 countries and regions, we surround families with the resources, services and support they need, removing barriers so they can be at the heart of their child's care and ensure the best possible health outcomes.

For more information, visit ronaldmcdonaldhouse.org.

Logo usage

- Always use a logo provided by Ronald McDonald House Central Florida. You will be authorized for the use of Ronald McDonald House's logo only after you complete our Community Event Application and your event is approved by the organization.
- Do not make the logo any other colors and keep the logo proportions accurate when resizing.
- All materials must clearly indicate that Ronald McDonald House Central Florida is the beneficiary rather than a host or sponsor and must be approved by Ronald McDonald House Central Florida prior to publishing.
- Ronald McDonald House Central Florida logo may be used up to 30 days after your event. After this time, remove logos from any materials.
- Please note, all materials using this logo must be approved by Ronald McDonald House Central Florida team before published, printed, or promoted.

Logo anatomy

- Our logo consists of two elements: the symbol (a house with a heart at the center) suggesting how we put families at the heart of care; and the wordmark, clarifying our company name as Ronald McDonald House.
- The symbol is carefully crafted with a hand-drawn aesthetic that reflects the warmth and humanity at the heart of our brand's purpose.
- The wordmark complements the symbol with its bold weight and rounded corners, giving it a friendly appearance.
- There is a fixed relationship between the symbol and the wordmark. The wordmark should never be used on its own.

Spacing and size

A minimum amount of clear space should always surround the logo, separating it from other graphic elements. This protected area preserves the logo's legibility and visual impact.

The minimum clear space is equal to ¼ the height of the House symbol; this rule is the same for all logo configurations.

Next steps & contact us

Thank you for your interest in organizing a Community Event. We are excited to kick-start your fundraising event and provide you with the tools and resources necessary to achieve success.

If you have any questions, please contact us at communityfundraising@ronaldmcdonaldhousecf.org

Ronald McDonald House®
Central Florida