Ronald McDonald House® Delaware

Third-Party Fundraiser Guide

Thank you for choosing to raise funds for the families we serve. This guide covers how to get started, answers to common questions, and guidelines every fundraiser needs to follow.

How to Get Started

1. **Decide on your fundraiser.** Pick an idea that fits your group, business, or community and pick a date.
2. **Get Approval.** Visit the link to complete the Third-Party Event Application. Submit it at least 30 days before your event. Let us know if you'd like a donation page set up; it's our preferred way to collect funds.
3. **Promote your event.** Once approved, share the news! Any materials using our name or logo need the Ronald McDonald House Marketing Team's sign-off first.
4. **Hold your event.** Enjoy the day and celebrate the impact you're making.
5. **Know your impact.** Once your event wraps, deliver any funds raised outside our donation page or Venmo within 30 days. We'll send a thank-you note.

Frequently Asked Questions

I want to hold an event to benefit Ronald McDonald House Delaware. How do I get started?
Complete our Event Application at least 30 days before your proposed event. Click here to get started.

Will a Ronald McDonald House representative attend my event?
We love being part of community events and will do our best to have a representative there if requested. Attendance is determined case by case based on staff availability.

Can I provide receipts or an acknowledgement letter on behalf of Ronald McDonald House Delaware?
No. IRS regulations only allow Ronald McDonald House Delaware staff to issue tax receipts, and only for donations made directly to us. We're glad to provide one acknowledgement letter for your event coordinator.

If my participants donate directly to Ronald McDonald House Delaware, can staff share their names and amounts with me?
We can provide you with the names of donors and the *total* amount your event raised.

Can Ronald McDonald House Delaware set up a donation page for our event?
Yes! Just let us know when you submit your Event Application and we'll create one for you. It gives your supporters an easy way to give and makes sure every gift is tracked and receipted correctly.

Do we have to collect donations through an official donation page?
It's not required, but it's strongly preferred. A donation page, or giving through Venmo (@RMHDelaware), makes it easy for us to track gifts, issue receipts, and confirm your total. Cash is accepted, but it's harder to track and can't be receipted the same way.

If we collect funds outside of your platforms, when do you need them?
Please deliver any cash, checks, or other funds collected outside our donation page or Venmo within 30 days of your event.

Can I use the Ronald McDonald House Logo?
Upon approval of your event, logo files and usage guidelines will be provided to you. Any materials using our name or logo should be emailed to our Marketing Department for approval prior to publication.

Who do I contact with questions?
Reach out to Haley Belcher-Patton at haley@ronaldmcdonaldhousede.org and our team will be happy to help.

Fundraiser Guidelines

- **Submit an Event Application** for review and approval at least 30 days before your event.
- We encourage using an official Ronald McDonald House Delaware donation page or Venmo to collect funds. Cash isn't prohibited, but online giving is easier to track and receipt correctly.
- Use of the “Ronald McDonald House Delaware” name or logo is only authorized after your event is approved, and only for that specific event. Third-party fundraisers must use the provided “benefiting” logo.
- All promotional materials, including invitations, ads, press releases, and social posts, must be approved by our Marketing Team before they're released.
- Solicitations must clearly state that the event benefits Ronald McDonald House Delaware and is not produced or run by us.
- Include the amount or percentage of proceeds that will benefit Ronald McDonald House Delaware in your advertising.
- Your organization is financially responsible for all event costs, regardless of how much is raised.
- No individual may keep any portion of the proceeds as profit or compensation for organizing the event.
- Only donations made directly to Ronald McDonald House Delaware are tax-deductible. We cannot issue receipts for funds raised through a third-party event.
- Your organization is responsible for any required permits, licenses, insurance, and registrations.
- Deliver proceeds within 30 days of your event.
- Your organization agrees to hold Ronald McDonald House Delaware harmless from any claims arising from the event.
- Due to staffing demands, we can't guarantee event-day support from our team; the level of support is determined case by case.