Panel Discussion Webinar

Further Your Cause in Difficult Times: Virtual Fundraising Success Stories and Advice from Ronald McDonald House Charities® Chapters
Agenda

▪ Welcome & Introductions
▪ What’s Working Now
▪ What You Can Do To Further Your Cause
▪ Questions & Answers
Panel Members

Lisa Suprenand
Executive Director
Ronald McDonald House Charities® of Tampa Bay

Bill Sorochak
Executive Director
Ronald McDonald House Charities® of the Coastal Empire

Soraya Rivera-Moya
Executive Director
Ronald McDonald House Charities® of South Florida

Elyse Brown
Executive Director
Ronald McDonald House Charities® Norfolk

Anna Semonco
Executive Director
Ronald McDonald House Charities® Southwest Virginia

David Jost
Chief Marketing Officer & Moderator
Arreva
As a result of Covid19

Challenges
- Limited resources
- Restrictions on volunteer participation
- Upcoming events
- Engaging with donors
- Fundraising
- Technology challenges
- Staff layoffs
- Lack of mobility

Opportunities
- Individuals and organizations motivated to help
- Pivot to virtual event
- Cloud-based
- Mobile
- Online fundraising
- Peer-to-peer campaigns
- Mobile fundraising
- Volunteer engagement
- Future opportunities in 2021
Ronald McDonald House Charities® Tampa Bay

- Three of the four homes remain open
- Serves 700 meals per week (costs $5,000/per week)
- Over a third of the budget was impacted during this time
- Online fundraising
- Matched giving
- Recurring giving
- Corporate Partners

Breaking News!
Community Support for RMHC Families
Rallied business partners and community donors for support

Used peer-to-peer fundraising

Expanded reach with social media

Shared ongoing gratitude for constituents
Results

- 368 gifts for new campaign (216 new)
- Raised two thirds of their annual goal ($330,000)  
  (Personally called every sponsor/attendee who engaged over the past 2 years)
- Provided over 700 meals per week
- Great success with media and social influencers
- Found continued value in donor stewardship
Ronald McDonald House Charities® Southwest Virginia

• Created an online event
• Used peer-to-peer fundraising and online donation webpages to promote the event and solicit donors for fundraising
Learn How You Can Still HELP FROM HOME →

Donation helps provide all the comforts of home for families when they need it most. It costs Ronald McDonald House Charities of Southern Nevada more than $100 a night per family to provide comfortable rooms, home-cooked meals, and other supportive services, but families are asked to contribute $15 per night. No one is ever turned away due to inability to pay thanks to friends and neighbors like you.

To the generosity of special people like you, donations make it possible for us to provide families of critically ill children a comfortable home and hospitable meals, and a home away from home at no cost to them. Your generosity and support provides so much more than financial assistance. It also brings joy, comfort, peace, and hope for the families we serve. Your donation truly is the gift of togetherness for these children as they journey through some of their darkest days.

Give Joy: $50  Give Comfort: $100  Give Peace: $200  Give Hope: $500

Online Donations - Mobile Fundraising - In-Kind Gifts
Results

- We’re Still Rockin’
- Results to Date
- Campaign Funds Raised >$5,000
- Space reuse for Hospital
- Recurring Giving Contributions
- In-Kind Donations
Ronald McDonald House Charities® of the Coastal Empire

- Transitioned to a virtual event
- Tailored messaging for sponsors
- Added a Sleep-in option
Made virtual event feel like a live event
Engaged with volunteer runners and donors
Goal was $12,000
Raised $35,000 to date and still going
Secured sponsors for the next event
Ronald McDonald House Charities® of the Coastal Empire

- Collected online donations (10,000)
- In-kind donations
- Used funds raised to buy meals for house guests
- Supported local businesses partners
Results

- Red Shoe Virtual Run
  Fundraising Goal: $12,000
  Raised to Date: $35,000
- Feed-a-Family Raised
  Raised to Date: $10,000
- In-Kind Donations
  Valued at >$3,000
- Secured Sponsors for Future Events
  Valued at >$100,000
Ronald McDonald House Charities® Norfolk

• Easy to transition with integrated, all-in-solution
• Went from 3 fundraisers to one
• Used multiple online donation webpages
• Activated peer-to-peer fundraising campaign
• Communicated often to engage donors and past event attendees
Results

- Ease of Transition
- Multiple Donation Webpages
- Memorial Giving
- General Giving
- Recurring Giving
- Peer-to-Peer Fundraising
- Importance of Donor Stewardship
Ronald McDonald House Charities® of South Florida

- 6 of 31 rooms being used
- Partnered with local hotel for additional accommodations
- Followed hospital directives for Covid19 protocols
- Doubled housekeeping and security services
Ronald McDonald House Charities® of South Florida

- Provided meals and meal vouchers for families
- Used in-kind donations to support house operations
- Partnered with the hospital to educate the community

**Adopt-a-Meal Program**

**Wish List Wednesday**

**Outreach & Education**
Take part in #GiveFromHomeDay on April 21, 2020

Give from your home and from your heart

Donate Now

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<th>$200.00</th>
<th>$300.00</th>
<th>$400.00</th>
<th>Other</th>
</tr>
</thead>
</table>

Other

$0.00

Ways to Give

1. SHARE A NIGHT FUNDRAISER
2. CREATE AN ONLINE FUNDRAISER
3. CONDUCT A FUNDRAISING EVENT
4. BECOME A CORPORATE PARTNER

Make a Pledge

Unlimited Online Donation Webpages
Given the limitations on human contact with the Coronavirus pandemic, it has been difficult to offer connected community support. The personalized fundraiser was a wonderful way to directly connect our school community with RMHC and the individuals that they would be supporting through their contributions. It was very easy to setup the page and the design was clear and aesthetically appealing which led to a successful peer-to-peer fundraising effort.

Julie Paresky
Results

- Raised $20,000 to date (Note, $10,000 from a new donor)
- Provides 70 meals/week
- Activated Peer-to-Peer Fundraising
- In-Kind Donations
- Give from Home Day (results TBD)
- Increased attention from media and social media influencers
- iHeartRadio event on May 1st as a result of current efforts
What You Can Do To Further Your Cause?
Cultivate Donors
- Households and Orgs
- Gifts and Online Pledges
- Communications
- Strong Analytical Reports
- Memberships
- Campaigns
- Events
- Volunteers
- Grants
- Hospitality

Leverage Client Services
- Client Success
- Data Migration
- Website Development
- Training
- Arreva Academy
- Technical Support

Transform Fundraising
- Online Fundraising
- Mobile Fundraising
- Peer-to-Peer Fundraising
- Recurring Giving
- Matching Giving
- Grants
- Event Management
- Text2Fund
- Mobile Bidding
- Virtual Auctions
- Raise the Paddle
- Web Content Management
- Payment Processing
- Partner Integrations
Mobile Solutions

Kim’s Personal Fundraiser
Donate Now

Ronald McDonald House Charities®
Donate Now

Text 2 Fund

Online Donation

Online Store

Text 2 Bid

Raise-the-Paddle

“I am participating in this event to support the Ronald McDonald House Charities® Chapter in my community during this difficult time. Funds raised will go to the Adopt-a-Meal program which provides meals while they are staying in the house. Please help me raise money for this great organization by making a donation.

4 Tickets for Monster Jam

$10
$25
$50
$75
$100

Wine & Fries

Donate a Meal Program

Wine & Fries

Checkout

Support My Fundraiser
About Our Organization

Thank you for your generous donation to support the children and families in our community.

Kim’s Personal Fundraiser

Donate $10
Donate $25
Donate $50
Donate $75
Donate $100

Wine & Fries

Silent Auction
Live Preview
My Bids

Donate

Sponsors

Checkout

Support My Fundraiser
About Our Organization

Thank you for your generous donation to support the children and families in our community.
Enter to Win
A $100 Amazon Gift Card
text **Further** to 71760
Step 1: text *(your code)* to 71760

Step 2: Click the link

Step 3: Donate

Text2Fund
Arreva is the trusted advisor and market leader of fundraising and donor relationship management software. ExceedFurther, Arreva’s All-in-One, Cloud-based, Integrated Solution, is helping thousands of nonprofits worldwide further their mission, transform fundraising, and cultivate relationships with donors and constituents.